

Written Exam for the M.Sc. in Economics summer 2012-R

Marketing

Final Exam

8 August, 2012

(3-hour open book exam)

Please note that the language used in your exam paper must correspond to the language of the title for which you registered during exam registration. I.e. if you registered for the English title of the course, you must write your exam paper in English. Likewise, if you registered for the Danish title of the course or if you registered for the English title which was followed by “eksamen på dansk” in brackets, you must write your exam paper in Danish.

If you are in doubt about which title you registered for, please see the print of your exam registration from the students' self-service system.

Questions for the 3 hours written RE- examination in Marketing

Q 1)

Discuss some models or strategies for deciding the price for a product

Q 2)

Give a theoretical based analysis on the consumer buying process for a digital camera.

Q 3)

Define and characterize advertising and public relations (in the promotion mix) and discuss their strengths and weaknesses.

DANSK:

Sp. 1)

Diskuter nogle modeller eller strategier for at fastsætte prisen på et produkt.

Sp.2)

Giv en teoretisk baseret analyse af en forbrugers proces med henblik på køb af et digital kamera.

Sp.3)

Definer og give en karakteristik af henholdsvis reklame og public relations (i promotion mixet) og diskuter deres styrker og svagheder.