

Written Exam at the Department of Economics summer 2019

Marketing

Final Exam.

28 May 2019

(3-hour open book exam)

Answers only in English.

This exam question consists of 2 pages in total (incl. Frontpage)

Falling ill during the exam

If you fall ill during an examination at Peter Bangs Vej, you must:

- contact an invigilator who will show you how to register and submit a blank exam paper.
- leave the examination.
- contact your GP and submit a medical report to the Faculty of Social Sciences no later than five (5) days from the date of the exam.

Be careful not to cheat at exams!

You cheat at an exam, if during the exam, you:

- Make use of exam aids that are not allowed
- Communicate with or otherwise receive help from other people
- Copy other people's texts without making use of quotation marks and source referencing, so that it may appear to be your own text
- Use the ideas or thoughts of others without making use of source referencing, so it may appear to be your own idea or your thoughts
- Or if you otherwise violate the rules that apply to the exam

Exercise 1)

Discuss different strategies for growth of a brand/company and illustrate with own examples.

Exercise 2)

Discuss some of the factors that in general are influencing consumer behavior in relation to the buying decision process for a product/service or product category after your own choice.

Exercise 3)

Define and characterize the promotion parameters 1) advertising and 2) marketing public relations and discuss their strengths and weaknesses.

There will be an overall evaluation of the answers based on the 7-point scale