

Written Exam at the Department of Economics summer 2020

Marketing

Final Exam

26 May 2020

(3-hour open book exam)

Answers only in English.

Upload your answers in Digital Exam as one pdf. file (including appendices) and name your pdf with your examination number only, e.g., 12.pdf or 127.pdf

This exam question consists of 2 pages in total including this front page.

This exam has been changed from a written Peter Bangsvej exam to a take-home exam with helping aids. Please read the following text carefully in order to avoid exam cheating.

Be careful not to cheat at exams!

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

- Copy other people's texts without making use of quotation marks and source referencing, so that it may appear to be your own text. This also applies to text from old grading instructions.
- Make your exam answers available for other students to use during the exam
- Communicate with or otherwise receive help from other people
- 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
- Use parts of a paper/exam answer that you have submitted before and received a passed grade for without making use of source referencing (self plagiarism)

You can read more about the rules on exam cheating on the study information pages in KUnet and in the common part of the curriculum section 4.12.

Exam cheating is always sanctioned with a warning and dispeiling from the exam. In most cases, the student is also dispeiled from the university for one semester.

Exercise 1)

Discuss factors in the macro environment that can influence the BtC market for transportation in the next couple of years.

You are allowed to choose a specific country/region for your analysis.

Exercise 2)

Based on a definition of the IMC concept, you are asked to:

- a) Discuss the reasons behind the origin of the IMC concept
- b) Give examples of different kinds of communication objectives
- c) Discuss 3 different tools in an IMC strategy and their strengths and weaknesses

Exercise 3)

Imagine you are the marketing manager of a new ecological brand in chips (snacks) with new tastes. It will be broadly distributed to the biggest retailers in the country.

Discuss the product, chips, from a marketing perspective and argue – based on theories and models - for some recommendations on how to use the marketing budget the first month after launching the brand.

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