

Written Exam for the B.Sc. or M.Sc. in Economics summer 2016

Marketing

Elective Course

(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.

This exam question consists of 2 pages in total

Exercise 1)

Think of the product category "summer holiday" on the BtC market and answer the following questions:

- 1) Analyze the product seen from the customers point of view.
- 2) Discuss how the decision-making process on summer holiday could be practised in a family with two children in the age group 12 – 15 years old.
- 3) Recommend relevant promotion parameters for a marketer of charter holidays to this target group

Exercise 2)

What are the characteristics of service products and discuss the special challenges for marketers of service products. Illustrate with own examples.

Exercise 3)

Explain some models or strategies in deciding for the price of a product/service and illustrate with own examples.

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