

Written Exam at the Department of Economics spring 2017

Marketing

Elective

30. May 2017

(3-hour open book exam)

Please note that the language used in your exam paper must correspond to the language for which you registered during exam registration.

This exam question consists of 2 pages in total

NB: If you fall ill during the actual examination at Peter Bangsvej, you must contact an invigilator in order to be registered as having fallen ill. Then you submit a blank exam paper and leave the examination. When you arrive home, you must contact your GP and submit a medical report to the Faculty of Social Sciences no later than seven (7) days from the date of the exam.

Exercise 1)

Analyze and define Airbnb as a product/brand seen with a marketing/customer view and give some reflections on

- 1) their market and primary competitors
- 2) the competitive advantage(s) of Airbnb
- 3) relevant segmentation criteria, target group(s) and positioning strategy for Airbnb in relation to an upcoming promotion campaign
- 4) relevant promotion-parameters for getting more brand awareness

You are allowed to concentrate on a specific country after your own choice.

Exercise 2)

Imagine you are a marketer of a new brand in detergents to private households on a mature and rather competitive market and answer the following three questions:

- 1) give some characteristics of the product category seen with customers' views
- 2) use theoretical models/concepts that can give the marketer some guidelines to potential effective activities in his marketing mix
- 3) set up some objectives for the brand in the first quarter after introduction

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