

Written Exam at the Department of Economics summer 2020

Marketing
WITH elements for evaluation (OEA may 2020)
Final Exam

26. th. May 2020

(3-hour open book exam)

Answers only in English.

This exam question consists of 2 pages in total

The paper must be uploaded as one PDF document. The PDF document must be named with exam number only (e.g. '127.pdf') and uploaded to Digital Exam.

This exam has been changed from a written Peter Bangsvej exam to a take-home exam with helping aids. Notice that any communication with fellow students or others about the exam questions during the exam is considered to be cheating and will be reported. It is also considering cheating to let other students use your product.

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 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.

Elements in evaluation:

Basic model model for a relevant structure: the **PESTEL**-model: non-controllable macrofactors, influencing the whole business/market.

BtC: business to consumer, private individuals/households.

Choice of land/region. There is exchange students from 13 different countries!

P: Politik. BIG influence

Increasing focus on minimizing number of (new) petrol-- and diesel cars

Maybe also positive "winds" for more collective transportation

There can be governments orientated towards more bicycling/cycling paths

Danish 2030 plan to reduce CO2 with 70% (compared with 1990)

E: Economics: MEDIUM, but very differentiated influence

Countries with increasing GDP/private income: more individual transportation

S: Social/cultural/demographic: Medium-BIG (not demographic in "next couple of years")

Positive attitudetrends: health/motion

More consciousness on sustainability/pollution/climate change

Negative attitudes to aeroplane travelling (primary short distances) "Flyskam"

T: teknologi: BIG influence

Development of new, more effective, smaller and cheaper batteries for EI-cars

Innovation of more Green energy-source in general

Software, hardware m.v. for self-propelled/driven cars

E: Environment: MEDIUM influence (in the "next couple of years")

Weather, climate-change,

Indfluence from more and more active NGO's (towards CO2 reduction)

L: Legislation BIG influence

High state income (in DK) from taxes on cars (petrol, registration etc.)

Reduced taxes on EI-cars

Maybe better conditions for el-cars (free parking, reduced bridge toll etc.)

Exercise 2)

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

- discuss the reasons behind the origin of the IMC concept
- give examples on different kinds of communication objectives
- discuss 3 different tools in an IMC strategy and their strengths and weaknesses

Elements in evaluation:

a) IMC = integrated marketing communications

a coordinated, coherent, consistent and clear communication strategy and plan
Same overall message/macro-positioning in the campaign

b) Models for inspiration:

AIDA (Awareness, Interest, Desire, Action)

DAGMAR: brand awareness, brandknowledge/association, brand attitude, buying intention
Category need, Sales

Active information search (website traffic, likes, downloads, newsletter sign-ups etc.)

More simple: **behavioral** effects (actions) versus **mental** effects (awareness etc.)

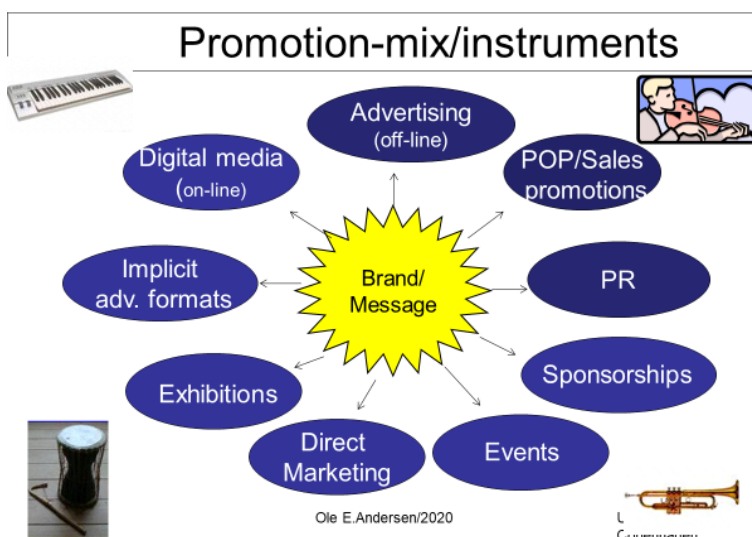
Very good to mention the **SMART** model: all objectives shall be

Specific, measurable, achievable, relevant/realistic, time-bound

AND give **examples**, f.ex. Increase aided brand recall from 10 to 15% week after campaign

Increase sign-up to newsletter with 20% after campaign

c) selection of three promotion tools from this slide:



Included could also be the distinction between **Paid, Owned and Earned** media

Important dimensions: perceived trustworthiness versus degree of marketer control

F.ex.: PR/Marketing Public relation: Little control, high perceived thrust (if it works!), cheap

Online promotion: easy to measure, effective targeting, branding and performance goals

Sponsorship : dependence on sponsor object, positive audience attitudes

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.

Elements in evaluation:

1) Chips = FMCG (FastMovingConsumerGood), for most consumers a low involvement product, Much more emotional than rational decision, A **small treat** in the FCB-model. Variation seeking decision, because many different brands/tastes.

2) First month: we are in Introduction phase in the **PLC curve/model** (Product Life Cycle)
Marketing objectives: trials, sales, brand awareness,

strategies: build, maybe penetration price or sales promotions (short term)
demonstrations/tasting in supermarkets, paid media,

tactics: TV-commercials, outdoor ads, online= display advertising.
Point of Purchase (POP) stimuli in supermarkets
Maybe start with some MPR (ecological)

“Bonus”: proposal for **tracking** of the campaign (market research, survey) on mental effects (brand awareness, brand association, purchase etc.) in target group
Including competitive brands in chips.

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