

TENT I MARKNADSFÖRINGENS GRUNDER
ÖPPNA HÖGSKOLAN
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Tid 3 timmar

Tenten får EJ bortföras

Flervalsfrågorna ger maximalt 20 poäng (en poäng per rätt svar/ noll poäng för fel svar)
Essäfrågorna ger maximalt 10 poäng per fråga (totalt max. 40 poäng)

Besvara flervalsfrågorna genom att strecka under det alternativ Du anser vara det rätta

LYCKA TILL!

Tentamensresultatet ges ut senast den 21.4.2005!

1. Which of the following would be part of a customer's value-delivery system for a book club?

- A. reading the mailing that announces the selections for the upcoming month
- B. paying the club invoice
- C. receiving the package of books
- D. reading the books
- E. all of the above

2. Customer lifetime value (CLV):

- A. has no monetary value
- B. determines the future value of the stream of present profits assuming they last over a customer's lifetime
- C. should be estimated as an average customer value, and in terms of each individual customer
- D. does not consider the costs of attracting new customers
- E. is accurately described by all of the above

3. The customer value triad is composed of:

- A. values, benefits, and costs
- B. quality, service, and price
- C. product, price, and distribution
- D. time, place, and form utilities
- E. effectiveness, efficiency, and timeliness

4. What are the "four pillars" upon which the marketing concept is built?

- A. customer needs, integrated marketing, profitability, and market focus
- B. products, integrated marketing, sales volume, and competition
- C. product, price, promotion, and place
- D. customer needs, target market, integrated marketing, and profitability
- E. customer needs, competition, sales volume, and profit

5. Internal marketing is defined as the idea that a company must focus its efforts on satisfying its employees before successful programs can be directed to its customers. This is consistent with which new economy belief?

- A. underpromise and overdeliver
- B. focus on customer acquisition
- C. marketing does the marketing
- D. use a financial scorecard to measure success
- E. focus on stakeholders

6. Fresh flower wholesalers can visit *www.floraplex.com* (an Internet marketplace) and buy flowers from Ecuador that were picked yesterday. This transaction would occur in the _____ domain.

- A.B2C
- B.C2B
- C.C2C
- D.B2B
- E.B2A

7. The market for cake mixes is not growing. When Procter & Gamble decided to sell Duncan Hines, a cake mix brand with a low market share, it used a _____ strategy.

- A. divestment
- B. diversification
- C. tear-down
- D. harvesting
- E. milking

8. Which of the following is a market definition of a business?

- A. We are in the communications business.
- B. We operate theme parks.
- C. We make casings for sausages and wieners.
- D. We sell women's clothing.
- E. We raise chickens.

9. Hallmark Cards is continually coming out with new cards for new occasions. It has cards for celebrating adoptions, divorces, new jobs, new pets etc.. The company recently added flower arrangements to its product line. Why does Hallmark keep expanding its product line?

- A. to acquire a broader distribution coverage than its competition
- B. as a part of a diversification growth strategy
- C. as a part of its guerrilla warfare strategy
- D. to keep its market-leader position
- E. to do all of the above

10. A strategic withdrawal is an example of a _____ defense strategy.

- A. planned contraction
- B. position
- C. mobile
- D. preemptive
- E. counteroffensive

11. When Seagram divested itself of several low-priced brands including Lord Calvert whisky and Wolfschmidt vodka, so it could focus on its premium brands like Chivas Regal and Glenlivet, it was implementing a _____ defense strategy.

- A.contraction
- B.position
- C.mobile
- D.preemptive
- E.counteroffensive

12.A survey of Canadian college students asked about television advertising. When asked to name their least favorite ad, the majority said the Mazda ad with the “zoom, zoom, zoom” voiceover. The students complained the ad had appeared in nearly every commercial break over a period of time. Mazda was hoping the ad repetition would create:

- A.information overload
- B.selective attention
- C.perceptual aggregation
- D.selective retention
- E.selective distortion

13.For which of the following products will the buyer most likely engage in habitual buying behavior?

- A.a Mother’s Day gift
- B.a piano
- C.a vacation cruise
- D.a subway token
- E.a computer keyboard

14.Research has shown that many online consumers will make their purchase selections, but end up abandoning their purchases due to the complex purchase processes on some e-commerce web sites. According to Herzberg, these complex purchase processes are:

- A.manipulators
- B.negative cues.
- C.dissatisfiers
- D.biogenic motivators
- E.psychogenic motivators

15. Which of the following statements accurately describes a company with a procurement orientation?

- A. Its buyers develop collaborative relationships with their suppliers.
- B. Its buyers engage in material requirement planning (MRP).
- C. Its buyers negotiate long-term contracts with suppliers to ensure the timely flow of materials.
- D. Its buyers simultaneously seek quality improvements and cost reductions.
- E. All of the above statements accurately describe a company with a procurement orientation.

16. Suppliers describe governmental organizations as:

- A. always selecting quality over price when buying products and/or services
- B. refusing to take a bottom-line perspective
- C. sometimes considering quality or reputation, but primarily rewarding contracts on the basis of price
- D. requiring minimal paperwork and having a process open to public scrutiny
- E. woefully lacking in specific guidelines for would-be suppliers

17. Eating out in a restaurant with white linen napkins, candlelight, and a wine list is an example of which of the following categories?

- A. a pure tangible good
- B. a tangible good with accompanying services
- C. a hybrid
- D. a major service with accompanying minor goods and services
- E. a pure service

18. Allstate insurance uses the slogan, "You're in Good Hands with Allstate." It also uses a pair of open hands in its ads. The use of the hands as a brand image is one way of managing the service characteristic of:

- A. intangibility
- B. inconsistency
- C. inseparability
- D. variability
- E. perishability

19. The fact that services are used or consumed at the time of their creation is an example of the service characteristic of:

- A. intangibility
- B. inseparability
- C. inconsistency
- D. variability
- E. perishability

20. The service characteristic of inseparability severely limits service providers' ability to provide service and increase profits. One way to deal with this problem is to:

- A. use more sales promotions such as coupons, contests, and sweepstakes
- B. invest in good human resource selection and training
- C. provide a tangible cue through its physical setting, communications, or choice of symbols
- D. standardize the service process
- E. offer incentives to customers to use the service at peak use times

ESSÄFRÅGOR

ESSÄFRÅGA 1

Beskriv hur ett företag kan differentiera sig på olika sätt. (10 poäng)

ESSÄFRÅGA 2

Diskutera klassificeringen av varor och tjänster. Hur förändras marknadsföringen beroende på om det är en vara eller tjänst vi marknadsför? (10 poäng)

ESSÄFRÅGA 3

Beskriv skedena i konsumentens inköpsprocess. Jämför inköpsprocessen för en kapitalvara (t.ex. en tvättmaskin) med inköpsprocessen för en dagligvara (t.ex. mjölk). (10 poäng)

ESSÄFRÅGA 4

Konsumentens behov är utgångspunkten för utvecklandet av nya produkter eller tjänster.. Diskutera behovsbegreppet och hur marknadsföraren kan använda det i olika sammanhang. (10 poäng)