

OBS! Skriv namn både på tentpappret och flervalsfrågorna

- 1) Flervalsfråga. Se skilt papper: Fråga 1) Ringa in rätt alternativ (0,5 p/fråga, max 10 poäng)
- 2) Beskriv mycket kort följande (2 p./svar):
  - a) AIDA
  - b) Word of mouth (WOM)
  - c) Pull strategi
  - d) 4P
  - e) Rita en adoptionskurva (begreppen behöver ej förklaras, men var tydlig med x- och y-axlarna)
- 3) Boston Consulting Group matris
  - a) Rita en BCG-matris, beskriv cellerna (5 p)
  - b) Förklara användningen, diskutera lämpliga strategier för varje cell (5 p.)
- 4) Redogör utförligt för de karakteristika som visar varför marknadsföring av tjänster skiljer sig från marknadsföring av produkter (10 p)
- 5) Redogör utförligt för det fjärde P:t – promotion (10 p)

Vilka är de centrala delarna? Vad innehåller de? Hur skall se hänga ihop med varandra?

SKRIV TYDLIGT och STRUKTURERA SVARET ORDENTLIGT! Undvik onödigt "bla-bla", i värsta fall ger det en bild av att du inte vet vad som är det centrala.

Lycka till!

Namn: \_\_\_\_\_

Matrikelnr: \_\_\_\_\_

Tentamen 8.5.2006 / åf

Fråga 1) Ringa in rätt alternativ (0,5 p/fråga, max 10 poäng)

**Multiple Choice Questions**

1. Which of the following statements about marketing is true?
  - A. Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging goods and services of value with others.
  - B. Marketing is not simply selling.
  - C. Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.
  - D. Marketing has often been described as the selling of products.
  - E. All of the above statements about marketing are true.
2. Fresh flower wholesalers can visit [www.floraplex.com](http://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
3. The ultimate purpose of the marketing concept for businesses is:
  - A. customer satisfaction at any cost
  - B. profitability and customer satisfaction
  - C. target marketing
  - D. relationship marketing
  - E. a competitive advantage
4. 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
5. A customer profitability analysis:
  - A. is best conducted using the Activity-Based Costing (ABC) technique
  - B. can be used to classify customers into different profit tiers
  - C. is useful when a company wants to "fire" its least profitable customers
  - D. shows a company where to invest its marketing effort to earn the greatest ROI
  - E. is accurately described by all of the above
6. The market for cake mixes was not growing. Procter & Gamble owned Duncan Hines, a cake mix brand with a low market share. According to the Boston Consulting Group matrix, the Duncan Hines brand was categorized as a \_\_\_\_\_ by Procter & Gamble before it sold the brand to Aurora Foods.
  - A. dog
  - B. question mark
  - C. exclamation point
  - D. cash cow
  - E. problem child

7. The VALS instrument:
- A. asks respondents to agree or disagree with statements such as, "I like to spend my free time watching television"
  - B. is the only commercially available psychographic segmentation system to gain widespread acceptance
  - C. is continually updated
  - D. classifies all adults into eight consumer groups based on psychological attributes
  - E. is accurately describe by all of the above
8. The theory that a man buys a Corvette as a substitute for a mistress reflects the motivational theory espoused by:
- A. Abraham Maslow
  - B. Sigmund Freud
  - C. Max Weber
  - D. Frederick Herzberg
  - E. Frederick Taylor
9. Sigmund Freud assumed the psychological forces shaping people are largely unconscious, and that a person cannot fully understand his or her motivations. A technique called \_\_\_\_\_ can be used to trace a person's motivation from the stated instrumental ones to the more terminal ones.
- A. factoring
  - B. role-playing
  - C. laddering
  - D. motivational extrapolation
  - E. motivational benchmarking
10. The first step in the target marketing process is:
- A. mass marketing
  - B. market targeting
  - C. market segmentation
  - D. market concentration
  - E. market positioning
11. The stage of the life cycle characterized by low sales, heavy promotion, low profit, and minimal competition is the \_\_\_\_\_ stage.
- A. introduction
  - B. growth
  - C. repositioning
  - D. maturity
  - E. decline
12. Which of the following statements about the five adopter groups is true?
- A. Early adopters are opinion leaders.
  - B. The late majority are skeptics.
  - C. Laggards are tradition-bound.
  - D. Innovators are venturesome.
  - E. All of the above statements about the five adopter groups are true.
13. There are three research approaches used to determine a brand's meaning. Which method is used to find the brand essence?
- A. laddering up
  - B. benchmarking
  - C. brand benefitizing
  - D. word association
  - E. determining the brand persona
14. Branding a product results in a number of advantages, including:
- A. helping to segment the market
  - B. helping in the development of a corporate image
  - C. providing legal protection of unique product features
  - D. attracting a loyal and profitable set of customers
  - E. doing all of the above

15. 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
16. 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
17. \_\_\_\_\_ marketing describes the employees' skills in serving clients.
- A. Interactive
  - B. External
  - C. Internal
  - D. Consultative
  - E. Relationship
18. The first step in the development of effective communication is:
- A. identifying the target audience
  - B. determining the communication objectives
  - C. designing the message
  - D. setting the budget
  - E. selecting the communication channels
19. A company that uses integrated marketing communications (IMC) would:
- A. want to provide customers with clarity, consistency, and maximum impact through a seamless integration of its promotional mix
  - B. use an ad agency, a public relations specialist, and other specialized promotion agencies
  - C. be most concerned about moving customers from a behavioral to an affective to a cognitive stage
  - D. never have just one person overseeing its entire promotional mix
  - E. be accurately described by all of the above
20. A customer's lifetime value:
- A. is the expected profit made on all future purchases less acquisition and maintenance costs
  - B. equals average purchase response to each specific mailing
  - C. is the profit earned from all sales during the duration of the relationship
  - D. equals the total gross sales during the lifetime of the relationship minus all returned merchandise
  - E. equals the return on investment earned as a result of each customer's lifetime of buying