

FINAL EXAM MARK 201/COMM223: Fall 2013

Highlighted = not mentioned on final exam.

Essay part 45%

Product = Quality premium BMW bicycles.

Q1. Describe two macroeconomic factors that impact the sales of the product.

Q2. Choose a segment market for the product with at least 3 of the 4 segmentation variables.

Q3. What is your value proposition?

Q4. Should you use market skimming or market penetration? Why?

Q5. Enumerate the 5 promotion tools in the communication mix. For each one, decide if you should use it or not. Why? What are the advantages/disadvantages of each promotion tool in relation to your target market? (Direct selling, Personal selling, Public relations, Advertising, Sales promotions)

Q6. Should you use indirect, direct or multichannel? Why? Describe your decision based on the Channel Strategy steps.

Q7.

- Which buying behavior is the customer most likely to enter?
- Describe the 5 steps of buying process in relation to the product. (Need recognition, information search, evaluation of alternatives, Purchasing, Post-Purchase)

Q8. Describe your product in the 3 product components. (Core value/benefit, Actual Product, Augmented product)

Agree or disagree and explain 20% (THEY ARE ALL FALSE)

Q1. Social media advertising is mostly aimed at baby boomers.

Q2. Marketers should ignore macro-environmental factors.

Q3. Segmenting is the process in selecting smaller audience, people with lower demand and maximizing profits.

Q4. A company has reached peak growth. It wants to increase market share and positioning. A few competitors will probably leave the market. There are many other brands. The manager thinks it's best to cut promotion.

Q5. Adaption is better than standardization in international marketing.

Multiple choice 35%

They are all situations where you need to find the best answer.