

School of Business Administration

WRITTEN EXAMINATION

Course: **Marknadsföring II G1F, 7,5hp**

Sub-course

Course code: FÖ307G

Credits for written examination: **4,5hp**

Date: **2024-10-25**

Examination time: 0815-1230

Examination responsible: **Danilo Brozovic**

Teachers concerned: **Jalal Ahamed**

Aid at the exam/appendices: **Lexicon, Swedish – English, German – English, Dutch – English, Spanish – English**

Other

- Instructions
- ☒ Take a new sheet of paper for each teacher.
 - ☒ Take a new sheet of paper when starting a new question.
 - ☒ Write only on one side of the paper.
 - ☒ Write your name and personal ID No. on all pages you hand in.
 - ☒ Use page numbering.
 - ☒ Don't use a red pen.
 - ☒ Mark answered questions with a cross on the cover sheet.

Grade points

A = Utmärkt (Excellent)
B = Mycket Bra (Very Good)
C = Bra (Good)

D = Tillfredsställande (Satisfactory)
E = Tillräckligt (Sufficient)
F = Fail

Examination results should be made public within 18 working days

Good luck!

Total number of pages



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1.
 - a) What are the four strategic options to manage a brand name? Discuss with examples.
10 Points
 - b) What is the value chain? What are the primary and support activities in a value chain?
15 Points
2.
 - a) Suppose you are the marketing managers of a market leader; how can you expand the total market and defend market share?
10 Points
 - b) What are the different social group considerations in analyzing consumer behavior?
10 Points
 - c) What are the stages in organizational buying process? Please explain.
10 Points
3.
 - a) What is marketing communication? Name some micro and macro communication models in marketing. (Hint: Name and briefly define each model in one or two lines; no need for detailed explanations).
10 Points
 - b) Describe how marketing communications contribute to the overall success of a marketing program. Discuss the Shannon-Weaver model of communication and its fit within modern marketing communication strategies.
15 Points
4. How do you define socially responsible marketing? List the key social responsibilities involved in marketing. Evaluate the necessity of larger corporations being more socially responsible in their marketing. Provide arguments for and against, and justify your answer with examples or evidence.
20 Points