



UNIVERSITY
OF SKÖVDE

Cover sheet with information
to the invigilator

School of: Business Administration

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

Sub-course

Course code: FÖ307G

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

Date: **2023-12-15**

Examination time: 0815-1230

Available teacher: **Jalal Ahamed**

Available on phone number: **0768834719**

Visiting the examination Yes, at
 No

Aids and other information for invigilators

Calculator Provided by the University
 Student's own calculator
 Not allowed

Writing paper Lined
 Squared

If you copy the exam papers yourself, provide the number of copies

Instructions to examinations responsible

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School of Business Administration

WRITTEN EXAMINATION

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

Sub-course

Course code: FÖ307G

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

Date: **2023-12-15**

Examination time: 0815-1230

Examination responsible: **Danilo Brozovic**

Teachers concerned: **Jalal Ahamed**

Aid at the exam/appendices: **Lexicon, Swedish – English, German – 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) | D | = | Tillfredsställande (Satisfactory) |
| B | = | Mycket Bra (Very Good) | E | = | Tillräckligt (Sufficient) |
| C | = | Bra (Good) | 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 is the value delivery process in marketing? Explain? **10 Points**
b) How psychological and behavioral processes influence consumer responses to the marketing program? **15 Points**

2. a) Suppose you are the marketing managers of a market challenger; how can you attack the market leader to expand the market share? **10 Points**
b) What are customer values, satisfaction, and loyalty, and how can companies deliver them? **10 Points**
c) What are the stages in organizational buying process? Please explain. **10 Points**

3. a) What are the steps in CPV analysis? Discuss the five steps. **10 Points**
b) Discuss the consumer decision journey? As a marketing manager, how would you align the consumer decision journey with digital branding? **10 Points**

4. **Read the case below and answer questions A and B.**

Your answer should not exceed two pages.

Gertrud liked to work with advertising. She found it particularly exciting to design campaigns and see how customers were attracted to the stores that hired her services. Gertrud's advertising agency was doing well and there were many new assignments. Unfortunately, Gertrud broke her foot during a floorball match. Her team lost and she was in pain and because of that it was necessary to quickly call in an expert - a person who understood all the parts of the communication process and who could explain them to Gertrud's clients. Gertrud therefore contacted you and asked you to help her. During the phone call, she asked you to:

A. Choose an appropriate model (AIDA or the hierarchy of effects model) to illustrate the major response effects from an advertising campaign. Gertrud reminded you to present examples that, for instance, demonstrate how the advertising campaign will catch the target consumers' attention, interests and desire for the product in focus of the campaign. **(15 points)**

B. Present examples that illustrate the functioning of the different parts of the communication process from sender to receiver. The model below shows the different parts of the communication process, and your task is thus to present examples that illustrate the functioning of each part. **(10 points)**

Kommunikationsprocessens nio element (*In English: The nine elements of the communication process*):

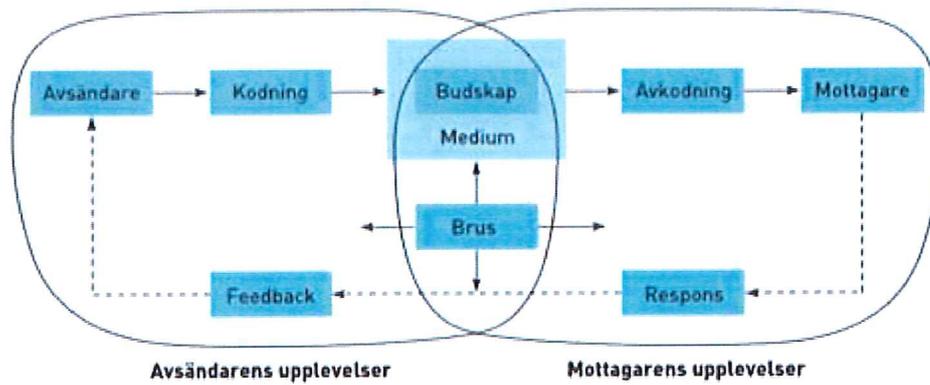


Figure 12.2 Element I Knommunikationsprocessen (*In English: Elements in the Communication Process*)