



UNIVERSITY
OF SKÖVDE

School of Business Administration

WRITTEN EXAMINATION

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

Sub-course

Course code: FÖ307G

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

Date: **2024-12-06**

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 | <input checked="" type="checkbox"/> | Take a new sheet of paper for each teacher. |
| | <input checked="" type="checkbox"/> | Take a new sheet of paper when starting a new question. |
| | <input checked="" type="checkbox"/> | Write only on one side of the paper. |
| | <input checked="" type="checkbox"/> | Write your name and personal ID No. on all pages you hand in. |
| | <input checked="" type="checkbox"/> | Use page numbering. |
| | <input checked="" type="checkbox"/> | Don't use a red pen. |
| | <input checked="" type="checkbox"/> | 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



UNIVERSITY
OF SKÖVDE

1.
 - a) What defines a brand? What are the key roles and functions that brands serve in the marketplace?
10 Points
 - b) What is the value delivery process in marketing? Explain?
10 Points
2.
 - a) How psychological and behavioral processes influence consumer responses to the marketing program?
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
 - c) What are the steps in CPV analysis? Discuss the five steps.
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. In this course we had a case study name “Arla Versus Oatly: Milk Wars”; based on the case answer the following questions:
 - a) Identify the main conflict between traditional dairy producers and plant-based beverage manufacturers. Explain the strategies employed by each side to position their products in the market.
10 points
 - b) Compare and contrast the health and environmental arguments used by traditional dairy and plant-based beverage brands to influence consumer preferences. Evaluate how legal and marketing tactics can shape consumer perception and impact market dynamics.
10 points
 - c) Propose a brief strategic roadmap for a company to achieve sustainable growth in a competitive market, focusing on marketing, innovation, and sustainability.
5 points