



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: **2023-10-24**

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 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 internal marketing? What are the critiques of internal marketing? *10 Points*
  - b) "With great power comes great responsibility". Explain why modern business organizations need to be more socially responsible than ever before. (Hint: Corporate social responsibility and its components). *10 Points*

4. **Like a Bosch...**

Alf was in a hurry and because of that he didn't go through the clothes that he threw into the wash machine when he left for work in the morning. Back from work later in the evening he realized that this was a big mistake. Apparently, he had forgotten some screws in the pockets of his jeans – and these screws had caused great damage to the wash machine. He called a trusted neighbor – who, after inspecting the damage, told him that the wash machine was beyond repair. Thus, he had to buy a new one. Alf was what might be regarded as an average person, and like most average persons he had never been interested in wash machine brands. He simply thought that it was best to buy a brand known for good quality. Thus, the brand's reputation was important.

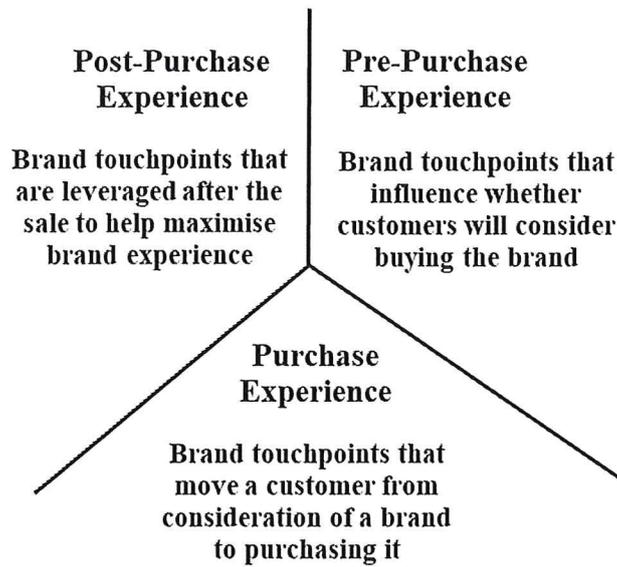
The brand touch point wheel can be used for analyzing customers' experience with a brand in similar situations. The brand touch point wheel includes three phases namely: the pre-purchase experience, the purchase experience and the post-purchase experience.

Your task is now to imagine that you are a marketer of a brand selling home appliances such as wash machines. Specifically, you should explain in detail what your firm needs to do throughout the phases of the brand touch point wheel when marketing your brand towards customers such as Alf.

Please note that your answer needs to include examples of brand management activities that might be used in each phase of the brand touch point wheel.

*25 Points*

Hint:



*Figure 1 Brand Touch Point Wheel*

**Adapted from Davis in *Kellog on Branding* (2005)**