

School of Business Administration

WRITTEN EXAMINATION

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

Sub-course

Course code: FÖ307G

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

Date: **2025-08-26**

Examination time: 0815-1230 or 0900 -1300

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)	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

1.
 - a) How can companies use digital marketing tools to manage their global brand presence effectively?
10 Points
 - b) What challenges do companies face in managing their brand across different digital platforms and global markets?
10 Points
2.
 - a) How can companies build and maintain strong brand equity? What are the key components of brand equity?
10 Points
 - b) How do brand positioning and brand identity contribute to the overall success of a brand?
10 Points
3.
 - 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 is the value chain? What are the primary and support activities in a value chain? Discuss in detail.
15 Points
 - c) What are the steps in Customer Perceived Value (CPV) analysis? Discuss the five steps.
10 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