



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: **2024-03-20**

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) How consumer and situational characteristics influence buying behavior? *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 market leaders? *10 Points*
  - b) What is the value delivery process in marketing? Explain? *10 Points*
  - c) Why is the concept of positioning so important to marketing practitioners? *10 Points*
  
3.
  - a) Discuss the consumer decision journey? As a marketing manager, how would you align the consumer decision journey with digital branding? *10 Points*
  - b) What are the steps in CPV analysis? Discuss the five steps? *10 Points*
  
4. It was nearly eight years since Ivar started his position at the company Time4U. The company had been successful and most things had worked well at the marketing department where Ivar worked. There were few customer complaints and sales and profits were stable. However, the new management team had decided to reorganize the operations, a decision which many people thought was strange. The reorganization included having more services done digitally and by chatbots to replace some people at the customer service department.

Given Ivar's reputation of having outstanding marketing knowledge and abilities, the top management team at Time4U has tasked him with developing a plan for internally marketing of the organizational changes. However, Ivar soon realized that he lacked the time to devote to this assignment. Consequently, he has requested that you assume responsibility for managing the internal marketing efforts related to the planned changes. Nevertheless, Ivar's presentation of the assignment suggests a potential misunderstanding regarding the difference between internal and external marketing.

Your task is to:

- A. Provide two possible reasons why a profitable company like Time4U would choose to implement organizational changes. (5 points)
- B. Explain the differences between internal and external marketing, incorporating examples to illustrate your explanation. (10 points)
- C. C. Propose how the marketing communications mix can be tailored to suit Time4U's internal marketing needs. (10 points)

*25 Points*