The exam consists out of 2 parts. Please refer to the instructions for each part. Both parts are worth 30 points. The total number of points that can be achieved is 60. Please use the specified points per question as an indication how much time you should spend on the question.

Part 1 - Multiple Choice Questions. (30 points – 1.5 points for each question)

- 1. Marketing should be seen as which of the following?
 - a. An organization wide function
 - b. A sales function
 - c. A marketing department function
 - d. A customer service function
- 2. Based on research, which of the following statements is true?
 - e. Marketing should be viewed as controlling the sales, operations and logistics function of an organization.
 - f. Marketing should be viewed as sole responsibility of the marketing department.
 - g. Marketing should be viewed not merely as a departmental function but as a guiding philosophy for the whole organization.
 - h. Marketing should be viewed as the joint responsibility of the sales and marketing departments.
 - i. Marketing should be viewed as supporting the sales department of an organization.
- 3. Customer Value is?
 - a. Perceived Benefits minus Perceived Sacrifice.
 - b. Perceived Sacrifice minus Perceived Benefits.
 - c. Perceived Benefits plus Perceived Costs.
 - d. Perceived Benefits minus Perceived Costs.
 - e. Perceived Costs minus Perceived Sacrifice.
- 4. The marketing mix consists of which of the following four major elements?
 - a. Price, Place, Plans & Promotion.
 - b. Price, Plans, Product & Promotion.
 - c. Promotion, Place, Product & Price.
 - d. Place, Product, Productivity & Plans.
 - e. Plans, Promotion, Productivity & Price.
- 5. Which of the following is the correct order of the product life cycle?
 - a. Growth, Expansion, Maturity, Decline
 - b. Expansion, Introduction, Maturity, Decline
 - c. Growth, Expansion, Decline, Maturity
 - d. Introduction, Growth, Maturity, Decline
 - e. Introduction, Growth, Decline, Maturity
- 6. What is the fundamental idea of the Kano model?
 - a. All categories of customer requirements have the same impact on customer satisfaction
 - b. Different categories of customer requirements have a different impact on customer satisfaction
 - c. Performance characteristics, called "More is better" have the highest impact on customer satisfaction
 - d. Basic characteristics, the so called "Must Be's", can be neglected as they provide little contribution to customer satisfaction.
- 7. What is an example of social forces that have implications for marketing?
 - a. changes in the demographic profile of the population
 - b. social responsibility and marketing ethics
 - c. economic cycles like the financial crisis
 - d. natural disasters, such as hurricanes, floods,...

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- 8. The buying behavior is influenced by the busing situation, personal and social influences. Which is not an element of personal influences?
 - a. Information processing
 - b. Motivation
 - c. Beliefs and attitudes
 - d. Personality
 - e. Lifestyle
 - f. Culture
- When Burger King targets children, teens, adults, and seniors with different ads and media, it is practicing segmentation.
 - a. geographic
 - b. age and life cycle
 - c. psychographic
 - d. behavioral
 - e. usage rate
- 10. Colgate toothpaste offers a number of sub-brands such as Colgate Max Fresh, Cavity Protection, and Sparkling white. What type of segmentation criteria does Colgate use to come up with their branding strategy?
 - a. Lifestyle segmentation
 - b. Benefit segmentation
 - c. Usage segmentation
 - d. Purchase behavior segmentation
- 11. In 1985 Coca Cola launched the New Coke which ended in a marketing disaster. The company had to withdraw the product from the market despite the fact that marketing research results were promising. What were the reasons?
 - a. The research was not investigating the right people.
 - b. The research did not ask the right questions.
 - c. There were statistical errors in the calculations.
 - d. Coca Cola management did ignore the data.
- 12. When the researcher actively collects data through group discussions and depth interviews with respondents, this is called which of the following?
 - a. Quantitative Research
 - b. Exploratory Research
 - c. Respondent Research
 - d. Collective Research
- 13. When, for the development of the new Gillette Fusion razor line, P&G was observing men in their bathrooms how they were shaving P&G was employing:
 - a. ethnographic research
 - b. descriptive research
 - c. neuro scientific research
 - d. causal research
- 14. Which of the following is an example of internal continuous data?
 - a. Market research reports
 - b. Sales invoices
 - c. Government statistics
 - d. Published data
 - e. All of the above are examples of internal continuous
- 15. What is the purpose of segmentation?
 - a. To identify differences in behavior that have implications for marketing decisions
 - b. To target segments that are not targeted by competitors
 - c. To target segments which match our product/service attributes

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- d. To target and identify segments which are not catered for at all
- 16. Which of the following is a useful tool for determining the position of a brand in the marketplace?
 - a. Perceptual map
 - b. Mind map
 - c. Segmentation map
 - d. Psychographic map
- 17. Family brand names are sometimes referred to as which of the following?
 - a. Linked brands
 - b. Partner brands
 - c. Pyramid brands
 - d. Umbrella brands
- 18. Maslow's theory is that can be arranged in a hierarchy.
 - a. stimuli
 - b. beliefs and attitudes
 - c. perceptions
 - d. human needs
- 19. This is a group of people in the process of diffusion who enjoy being at the leading edge of innovation and buy into new products at an early stage:
 - a. Late majority
 - b. Early adopter
 - c. Early majority
 - d. Laggards
 - e. Earlybirds
- 20. Which of the following is not a unique characteristic of services?
 - a. Conditionality
 - b. Intangibility
 - c. Variability
 - d. Inseparability
 - e. Perishibility

Part 2 – Short Answer Questions (30 points – 15 points for each question)

You need to answer 2 of out of the 3 questions to achieve the total amount of 60 points for this part. If you answer more than 2 questions, the first 2 will count. Clearly indicate by the question number which question you are answering.

General remark: The use of tables and graphs to structure/illustrate your answer is strongly recommended. In addition, make of use headings, subheadings and underline important points.

Question 1

What are the differences between explorative and descriptive research? Explain the benefits and disadvantages of both. When is it appropriate to use which?

Question 2

Outline the consumer decision making process and describe on each step how that is by which means, a company can support the decision-making process.

Question 3

Pick a company that in your view is marketing-oriented and describe how they do it using the characteristics by Fahy and Jobber.