



TU-91.1002 Marketing Management – 2007-01-12

Questions will be graded based on the definitions and/or interpretations of the course book and other exam materials. A dictionary is allowed. You may use Finnish, Swedish or English for your answers. The answers should be well organized and compact. The recommended length for answers to question 1 is under half a page. A suitable length for an essay is 1 to 2 pages. Return at least one sheet where you have completed your personal information. *Use clear handwriting!*

Good luck!

1. Define and explain.
 - a. Value chain
 - b. Stages of consumer adoption process
 - c. Brand
 - d. Product life cycles
 - e. Product differentiation

max 10 p

Select two of the following essay questions and answer ONLY these two questions. If you answer more than two questions, the question with the best score will be left out of the final grading.

2. Define *the holistic marketing concept*. According to the course book, the concept can be divided into four components. Describe these components and explain why it is important for a firm to take these components into account.

max 15 p

3. The course book describes an eight-part framework of the stages in business buying behavior. Describe and explain these stages (buyphases) and apply the framework to a real-life buying process of your choice.

max 15 p

4. According to the course book, a company has several ways of entering foreign markets. Describe these five different approaches and use reasonable examples to clarify these.

max 15 p