



TU-91.1002 Markkinointi - 2006-08-21

Tehtävästä 1 on saavutettava vähintään 10 (max 20) pistettä, jotta muut tehtävät arvostellaan. Sanakirjan käyttö on sallittu. Kysymykset arvostellaan kurssikirjassa ja muussa tenttimateriaalissa esitettyjen määritelmien ja/tai tulkintojen pohjalta. Voit vastata joko suomeksi, englanniksi tai ruotsiksi. Vastauksesi tulee olla hyvin jäsenneiltyjä ja ytimekkäitä. Tehtävän 1 vastausten suosituspituus on vajaat puoli sivua. Sopiva esseevastauksen pituus on 1 - 2 sivua. Palauta vähintään yksi konsepti, johon olet täyttänyt tietosi. *Käytä selkeää käsialaa.*

Onnea tenttiin!

1. Vertaa

- a. Markkinasektori vs. markkinasegmentti
- b. Kustomointi vs. massatuotanto
- c. Line extension vs. Category extension (brandeihin liittyen)
- d. Value pricing vs. Perceived-value pricing

iked

CAT

max 20 p

2. Kurssikirja listaa erilaisia rooleja business-to-business -markkinoiden ostoprosessissa. Selitä nämä roolit ja niiden vaikutus ostopäätöksen syntymiseen.

init. inf. decider, appro. buyer, gate-keeper

max 20 p

3. Määrittele ja selitä uusien tuotteiden kehitysprosessi. Mistä syistä johtuen uudet tuotteet epäonnistuvat markkinoilla? Mitkä tekijät vaikeuttavat kehitysprosessia? Tue vastaustasi käytännön esimerkeillä.

idea gen, screening, pr. conc. gen. & test

max 20 p

mark. str., business, pr. dev., mark. test, commercialization

4. Kurssikirja esittelee neljä segmentointimuuttujien pääryhmää. Määrittele ja selitä nämä ryhmät ja niiden sisältämät muuttujat. Valitse yksi liitteessä esitetyistä "boomer" segmenteistä ja arvioi sen piirteitä eri muuttujaryhmien suhteen (vähintään yksi muuttuja joka ryhmästä). Mitä kriteerejä markkinasegmentin on täytettävä, jotta se olisi käyttökelpoinen?

max 20 p



TU-91.1002 Marketing Management – 2006-08-21

A minimum of 10 marks will need to be achieved on question 1 before the remaining questions will be graded. A dictionary is allowed. Questions will be graded based on the definitions and/or interpretations of the course book and other exam materials. 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. Compare and contrast.
 - a. Market sector vs. Market segment
 - b. Customerization vs. Mass production
 - c. Line extension vs. Category extension (with brands)
 - d. Value pricing vs. Perceived-value pricing

max 20 p

2. The course book lists different roles in the business-to-business buying process. Explain these roles and their influence on the purchasing decision.

max 20 p

3. Describe and explain the new-product development process. For what reasons do new products fail in markets? What factors hinder new product development? Illustrate your answer with practical examples.

max 20 p

- geo dem psyc beh.*
4. The course book presents four major segmentation variable groups. Describe these groups and the variables included within them. Pick one of the boomer segments presented in Exhibit 1, and evaluate its characteristics on the different segmentation variable groups (at least one variable in each group). In order to be useful, what criteria must a market segment fulfil?

max 20 p

|

*sizeable
accessible
accountable
differentiable*

NMI Identifies Five Boomer Consumer Segments: Ideal for Marketing/Advertising Initiatives

Harleysville, Pa. (March 2006) – Baby Boomers represent a diverse and economically powerful group of consumers. Marketers and advertisers need to understand the drivers of Boomer attitudes and behaviors in order to successfully reach and talk to this influential group. In fact, a majority of Boomers prefer ads that show people their own age and which capture a sense of their generation.

According to NMI Managing Partner Steve French, “A majority of Boomers state they have become more brand loyal and consistent with the brands they use – an attractive consumer for marketers to target. Boomers can also be considered ‘influencers’ as approximately three quarters are telling their friends and family about something new they learn regarding health and wellness.”

Based on data and insight from NMI’s Healthy Aging/Boomer Database™, NMI has developed a proprietary Boomer consumer segmentation among the U.S. population consisting of five segments:

- **ARRIVERS:** (19% of Boomers) The most financially prepared, proud of their accomplishments and successful at achieving their ambitions. They understand the connection between lifestyle and healthy aging. Products that enhance self-direction and independence appeal to this segment.
- **STRIVERS:** (18% of Boomers) A youth-oriented segment that is healthy in body, extremely active and well on their way to achieving their goals. Attracted to non-mainstream, anti-aging health products that are hip, cool and trendy. Likely to be searching for the fountain of youth. Very brand loyal consumer group.
- **WORRIERS:** (21% of Boomers) The largest segment – this female skewed group fears poverty more than those who are actually poor. They take responsibility for their health, but have a significant fear of future illnesses, which drives a range of preventive health modalities. They want new brands that are affordable, proven and provide peace of mind.
- **BEWILDERED:** (17% of Boomers) Least well-off financially and most likely to be managing current health issues. They do not take responsibility for their own health, have a high reliance on Rx, and are highly dependent on others. Least likely to have health insurance. They want control over their lives, providing an opportunity for various industries to provide guidance.
- **PETER PANS:** (19% of Boomers) They share the values of a much younger cohort with no impetus to mature or become associated with the typically Boomer stereotype. Relatively healthy and less concerned with future health issues. The most male skewed group. Over-arching attitude is that there is plenty of time to sort out their affairs. Great prospects for buy now, pay later.

“The identification and understanding of these consumer segments is vital to many companies with regard to consumer targeting, marketing strategies, new product development, and a range of other initiatives,” states French. [...]