



**Final Examination
Marketing Management
(11058)
Date: 07.02.2013**

Annotations:

- You must not remove the staples.
- You may use an **English-English** dictionary.
- Please answer in English.
- **Each task yields 20 points.**
- You must complete all the 5 tasks to reach the maximum number of **100 points**.
- You must complete the examination within **120 minutes**.

GOOD LUCK!

Last name:	
First name:	
Matriculation-No.:	

No annotations below this section

Tasks and points

Task 1	
Task 2	
Task 3	
Task 4	
Task 5	
Total points	
Grade	
Signature	



Task 1:

Summarize the differences between product and marketing orientations in a few sentences.

Task 2:

What are secondary and primary data? Why should secondary data be collected before primary data?

Task 3:

Why is channel selection an important decision? What factors influence choice?

Task 4:

What are the advantages of market segmentation? Can you see any advantages of mass marketing, i.e. treating a market as homogeneous and marketing to the whole market with one marketing mix?

Task 5:

What is the difference between product and market development in the Ansoff matrix? Give examples of each form of product growth strategy.