

Exam paper in Marketing Management, 2nd semester. Examination in Elements 4 and 5

## **Marketing Management**

1st external case-study exam - written interdisciplinary re-examination

Written exam 8 February 2019, 08.30-14.30

**The case company may not be contacted.**

The exam paper consists of four assignments. The four assignments are weighted as follows in the overall assessment of the exam.

Assignment 1: 40%

Assignment 2: 10%

Assignment 3: 30%

Assignment 4: 20%

Total 100%

*The assessment of the 1<sup>st</sup> external examination is based on the learning objectives for the second semester. A strategic analysis with focus on both internal and external conditions is part of the first semester curriculum and is not included in the learning objectives for the second semester. Therefore, if you make a strategic analysis with focus on both internal and external conditions it must be included in the appendix and it will not be considered as part of the assessment. It can be a good prerequisite to be able to present a well-established marketing plan at the tactical and operational level, where the arguments for contents of a marketing plan is retrieved from the situational analysis. A strategic analysis must be added to the appendix because viewed separately it does not constitute the basis of assessment, but the content of the analysis is expected to be included in the reasoning for the suggested solutions in the marketing plan (where reference to the appendix is mentioned in the documentation).*

The description of the assignment contains three pages

6-hour written exam



In 2015 'Vestfyn' launched the brand Bryggeriet Frejdahl, which would come to receive several awards. The product—essentially a declaration of love for the craft and a dedication to proud brewing traditions with a touch of ecology, naturalness and Nordic ingredients—was developed by the award-winning Brewer Christoph Behnke in collaboration with designer and innovator Jim Lyngvild.

Bryggeriet Frejdahl's products are selling in Bilka and Føtex (Salling Group), as well as in selected specialty shops and restaurants. 'Vestfyn' sees the potential of the brand and has decided to focus on this brand in future.

Source: <https://bryggeriet-vestfyn.dk/>

### **Assignment 1: (40%)**

'Vestfyn' has recently observed a new trend in the target group. Young women have begun to enjoy quality beer—especially in connection with meals. This trend has not gone unnoticed by the Danish Beer Enthusiasts either, who has seen an increase in the number of women participating in the association's events, and who has elected their first female president.

Question 1.1: *Based on the strategy of Bryggeriet Vestfyn, make a draft marketing mix for Frejdahl aimed at younger women aged 18 to 35.*

*Characteristics of these women:*

- *A high consumption of cultural events*
- *A preference for eco-friendly/organic products*
- *A growing consumption of luxury goods*
- *Widespread use of public transport and bicycles*
- *Regular purchase of take-away food*
- *Frequently online*
- *Live in rental property or cooperative housing, primarily in the major cities*

Question 1.2: *Based on the above, draw up an action plan for the recommended activities.*

## **Assignment 2: (10%)**

Question 2.1: Assess and give examples of what rhetorical strategies (appeals forms) Bryggeriet Vestfyen uses in their present marketing.

Question 2.2: Which of the strategies (appeals forms) mentioned in question 2.1. are appropriate in relation to the target group described above, and why?

## **Assignment 3: (30%)**

Question 3.1: *Prepare a budget (additional turnover and additional costs) for the selected marketing mix and calculate the breakeven turnover at a cost (raw materials, materials and distribution) of DKK 12 per bottle.*

Question 3.2: The Government is considering raising the duty on American imported beer in support of Danish specialty breweries.

*How would this extra duty affect the market price in Denmark? Use the supply and demand curves to explain this and support your answer with two graphs (the market for American beer in Denmark and Danish speciality beer in Denmark). Explain the impact this would have on the Bryggeriet Frejdal's products.*

## **Assignment 4: (20%)**

Frejdahl's products are selling in Bilka and Føtex (Salling Group), as well as in a number of small selected specialty shops and restaurants.

Question 4.1: *Prepare a well-argued draft for establishing a sales organisation that can work with the different customer groups.*

Question 4.2: *Assess the differences, if any, in the ongoing communication with the different customer groups, Salling Group, the small specialty shops and restaurants. How can this communication be performed by the sales organisation?*