

Re-Exam: Marketing Management, Second Semester, Test in Theme 4 and Theme 5

Important information:

1. This external exam is assessed on the basis of learning objectives applicable to the second semester. Therefore, please note that any strategic situational analysis covering learning objectives from the first semester should be appended here. This can be a good starting point for presenting a well-reasoned marketing plan at a tactical and operational level, where arguments for the content of the marketing plan are obtained from the strategic situational analysis.
2. Please note that segmentation of the market is not required to identify a relevant target group. This is provided in the task.

Marketing Management, 1st external case exam – written interdisciplinary exam, day 2

6-hour written exam: 6th February 2020, 08.30–14.30

The task description consists of 3 tasks, which are weighted as follows in the overall rating of the task: Task 1: 55% Task 2: 30% Task 3: 15% Total: 100%

Do not contact the company featured in the case!

The material contains 5 pages including the front page

As mentioned in the material released Day 1, Like London Aps wants to put an extraordinary focus on the middle-aged woman - 45-60 years, who care about her looks, but needs help finding a suitable clothing style.

More precisely, you should make a proposal for a spring campaign. Tina Elhauge has DKK 500,000 for this purpose.

1. Marketing (55%)

1.1 (50%) Please prepare a well-argued marketing mix. In the campaign, that targets the above mentioned segment, please argue for which elements of the marketing mix LikeLondon should be specifically focused on.

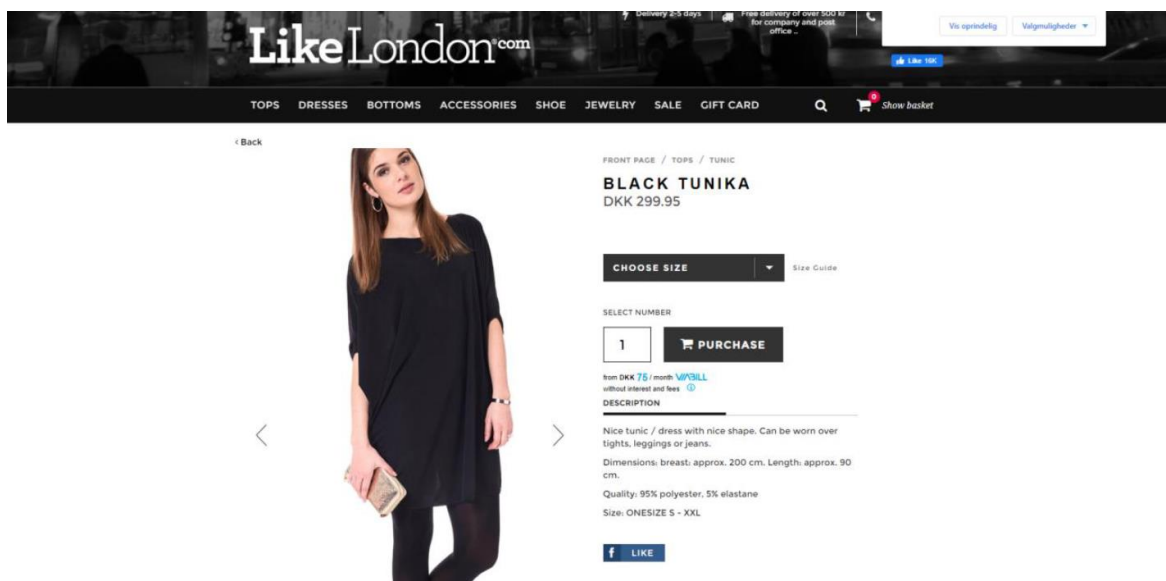
1.2 (5%) Based on the above, please draw up a reasoned action plan for the recommended activities.

2. Economy (30%)

2.1 Give a reasoned assessment of the market form within Like London Aps operates.

2.2 Explain in your own words what price elasticity is and give a reasoned assessment of whether the price elasticity of Like London Aps products is low, medium or high (no calculations are expected).

LikeLondon Aps is evaluating whether they have set the price of one of their products correctly. The product is shown in the picture below and the price today is DKK 299.95, - incl. VAT.



Like London Aps, with the help of a market research, has seen that there is the following relationship between price and quantity of the above shown dress. The variable costs per PCS. is DKK 110, -.

Price incl. VAT	Price ex. VAT	Pieces
319,95	255,96	96
314,95	251,96	99
309,95	247,96	102
304,95	243,96	105
299,95	239,96	108
294,95	235,96	111
289,95	231,96	114
284,95	227,96	117
279,95	223,96	120

2.3 Calculate the optimal selling price for the dress based on the above information.

2.4 Explain in your own words what cross-price elasticity is and explain what impact this can have for the pricing of the dress in assignment 2.3.

Like London Aps is a relatively new business. Start-ups often focus a lot on liquidity.

2.5 Give examples of how Like London Aps can increase their liquidity.

3. Business Law (15%)

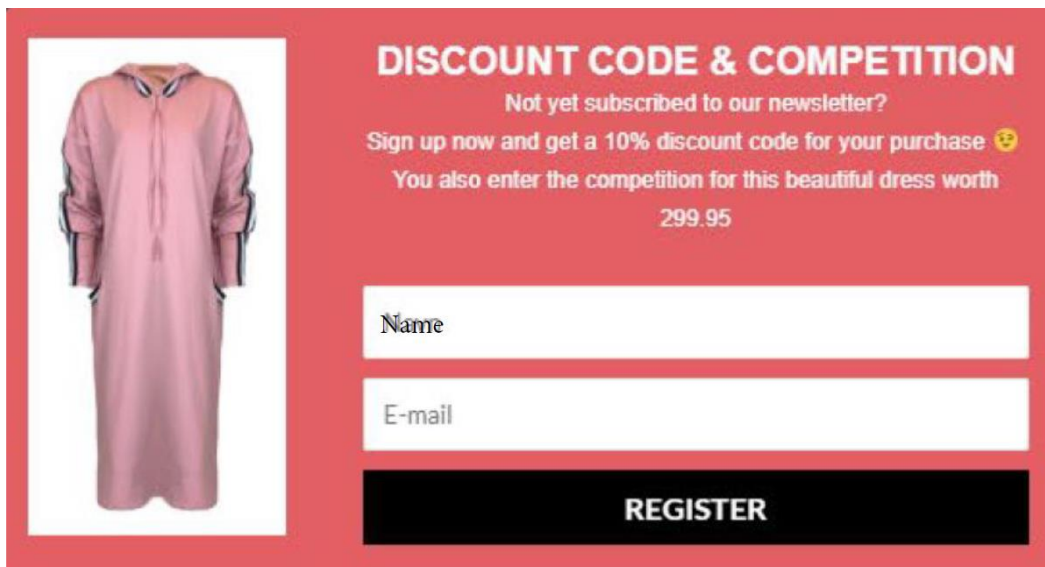
Tina Elhauge, the holder of Like London, is very concerned that her website complies with the regulations. Even so, she has lately started to doubt whether the permission text to Like London's newsletter meets the requirements of the law. The text on the website says:

NEWSLETTER

Be the first to get the news,
promo codes and other
benefits

SIGN UP HERE

When clicking the sign up key, a new box appears with the text:



DISCOUNT CODE & COMPETITION
Not yet subscribed to our newsletter?
Sign up now and get a 10% discount code for your purchase 😊
You also enter the competition for this beautiful dress worth
299.95

Name

E-mail

REGISTER

When you have filled in the box and pressed the sign up key, the process is completed.

3.1 Does the permission text meet the requirements of the law? Please give a legally justified assessment.

So far, Tina Elhauge is more than satisfied with the newsletter and she now considers sending text messages as well to the subscribers. She thinks that it might be in their interest.

3.2 Is that okay? Please give a legally justified assessment.

3.3 Birthe Madsen has for years, received LikeLondon's newsletter and she has really liked their collections. She has, however, turned 55 and does not think that there are many styles for women her age. As a consequence, she unsubscribes the newsletter and informs the company that all information concerning herself must be removed. The head of customer service, Kenneth Jonassen, is at a loss to understand it. He doesn't think it is LikeLondons responsibility, after all she was the one who signed up for the newsletter.

How should the conflict be solved? Please give a legally justified assessment.