For people taking MKTG 210, this is what I got in the Final:

MKTG 210 Final - Fall 2013/2014

There were five cases in the exam and we were supposed to choose four and answer the related questions:

Case 1: (Chapter 11)

Some girl wants to start a new business (Dancing School) and she is looking at different marketing strategies and promotion tools to start her business

1) Define promotion and talk about the different promotion told that you know.
2) Give examples on each (two examples at least)
3) What are the main steps needed to implement this business ? (They are talking about marketing communications but it wasn't clear in the question)
4) Who is the target audience ?
5) Design a message that would best fit the requirements.
6) Choose the appropriate type of media to convey it
7) What is promotion mix and what promotion mix strategy would be implemented in this case ?

Case 2: (Chapter 14)

In the final, I chose to do Case 1, 3, 4 and 5. I don't remember much from this case

It was about a fashion business that is creating a new brand. You should talk about upstream and downstream distribution. You should also talk about the opportunities and the intermediaries between the fashion business and the customer as well as the person who must hold the inventory and keep the ownership.

Case 3: (Chapter 9)

A guy is running a certain business. They will tell you how he started it and made it successful. After a few years, the guy is not making enough profit anymore

1)What are the different stages in the Product Life Cycle ? Explain each one
2) Which stage do you think is the most critical and why ?
3) How does this case relate to the Product Life Cycle concept ?
4) At which stage do you think the guy's product is at ?
5) What marketing strategies must be applied in this case ?

The context changes and an environmental factor changes everything

1) To what stage of the PLC this context corresponds to ?
2) What marketing strategies should be implemented ?
3) Do you think they will succeed ?

Case 4: (Chapter 7)

Case about CNN and the different services they offer

1) Define Market Segmentation and Market Targeting
2) What type of Segmentation does CNN use?
3) What are the requirements for a good segmentation and does CNN abide by those requirements?
3) What is CNN's Target Market ?
4) What are value propositions and which one do you think is applied at CNN?
5) What competitive advantages do you think CNN present?

Case 5: (Chapter 8)

A guy owns a restaurant and he is having some problems with his customers. Some customers are complaining about the time they need to wait to get seated as well as the food which is always cold and which always arrive very late.

1) Define Service Management
2) What are the four characteristics of Service Marketing? Explain each one
3) Which characteristic of services do you think is violated in this case?
4) What should the owner of the restaurant do in this case?
5) What Marketing strategies must be implemented and why?