

Examenvragen Curios 2019 – Marketing I



1. branding (piramide van Keller) nieuw sept 2017

Which of the following statements about Keller's pyramid is INcorrect (Chapter 4)?

- ☒ Positive/accessible reactions is the brand objective using imagery as a building block.
- ☐ Judgments and Feelings are at the same level in the "Response" stage of brand development.
- ☐ Points-of-Parity and Difference is the branding objective of the "Meaning" stage of brand development.
- ☐ Identity is the first stage of brand development.

Uw antwoord is fout. Deze uitspraak is immers juist.

2. gastspreker Clo Willaerts June 2018

This is a question about the talk titled 'A crash course in digital marketing strategy' by Clo Willaerts. Which of the elements below is NOT a strategy framework put forward by Clo Willaerts?

- ☒ Customer Relationship Management
- ☐ Customer Journey
- ☐ Buyer Personas
- ☐ Customer Touchpoints

Uw antwoord is fout.

3. Welke van de onderstaande verklaring voor afkorting (aangepast June 2018)

Which of the following explanations of abbreviations is INcorrect (in the course of Marketing I)?

- ☒ SET (Bandura, 1977) = Self-Efficiency Theory
- ☐ NPD = New Product Development
- ☒ SMART in communication objectives stands for: specific, measurable, attainable, realistic and timely
- ☐ FOB = Free on Board

Uw antwoord is fout.

4. gastspreker Luc Suykens aangepast June 2018

Which of the following statements by Luc Suykens (CMO of P&G Belgium, The Netherlands and France) is INcorrect?

- ☒ With the "Like a Girl" advertising campaign Pampers tries to raise the level of confidence of girls.
- ☐ Innovation is not invention. It's the conversion of a new idea into consumer delight and, ultimately, into revenues and profits.
- ☐ P&G has switched from "Research & Develop" to "Connect + Develop Innovation Network".

☐ P&G's citizenship priorities encompass governance, community impact, diversity and inclusion, environmental sustainability, and gender equality.

Dit antwoord moest u inderdaad aanduiden. Het was geen actie van Pampers, maar van Always.

5. Brian Halligan and Dharmesh Shah nieuw sept. 2017

Which one of the following statements on the INBOUND 2016 keynote video by Brian Halligan is INcorrect?

- ☒ Of the 500 largest companies in the US in 2006, 80% of these are still on that list in 2016.
Today, there's a marriage happening between content marketing and paid marketing. A brilliant blog post can spread like wildfire.
Live video is much more effective van high-quality professionally-produced video content.
If you are not marketing on Instagram or Snapshat, you might as well be marketing into a trash can.

Het is 60% (298/500), dus dit antwoord moest u aanduiden. Uitspraak op minuut 36 van de video.

6. Chapter 9: les over communicatie - nieuw June 2018

Which of the following statements about Marketing Communications is INcorrect?

- ☒ Clutter and Poor Credibility are two of the challenges of "Earned Media".
The optimal communicaton mix strategy depends on the phase of willingness to buy: E.g., "personal selling" is more effective than "advertising and publicity" in the "conviction" phase.
Persuasive advertising as a communications objective could be used to create customer engagement.
Mission, Money, Message, Media and Measurement are the 5 M's of Advertising.

This was indeed the answer you had to give because these are challenges of Paid Media.

7. gastspreker Guy Brusselmans (Bain en Co) nieuw June 2018

Which of the following statements by Guy Brusselmans (Bain en Co) is INcorrect?

- ☒ Most of the people that bought your brand this year will buy it again next year.
The only way to grow a brand sustainably is by having more people considering and buying it, not by having a few buying more of it"
Brand choices are random, but therefore highly predictable.
People like what they buy. They don't buy what they like.

Uw antwoord is juist. Dit antwoord moest u inderdaad aanduiden, wat ze kopen het volgend jaar juist niet aan.

8. Chapter 1: socio-cultural factors June 2018

Which of the following elements about Chapter 1 does NOT belong to the socio-cultural factors?

- ☒ Increased immigration
☐ Metrosexual

- ☐ Hipsters
- ☐ Relaxation

Dit antwoord moest u niet aanduiden, de uitspraak is immers correct.

9. Google Video The Zero Moment of Truth June 2018

Which of the following statements about Google's video of "The Zero Moment of Truth" is INCORRECT?

- ☒ "Experience" has historically been called the Third Moment of Truth.
The "shelf" has historically been called the First Moment of Truth.
The availability of online sources means that shoppers use more sources (in 2011: 10.4 sources, up from 5.3).
Google's Zero Moment of Truth pops up as even the most influential step in decision making.

NOT correct because "Experience" has historically been called the SECOND Moment of Truth.

10. Video Marketing Manager Hershey June 2018

Which of the following statements about Ronalee Zarate-Bayani's video as the Head of Global Integrated Marketing & Digital Advancement at Hershey's at the 2017 &THEN Conference is INCORRECT?

- ☒ She says that "Data shapes the brand story by: (1) connect with consumers their way; (2) communicate from brand strength; (3) plan for agility."
- ☐ She states that: "Our consumers are inundated with more stimuli from more sources across more channels and have less attention to give."
- ☒ She argues that "The Yin of Data has to come together with the Yang of Creativity."
- ☐ Hershey's #EATernet campaign succeeded in engaging Brazilian youth on social media, which created a craze on the internet, and really drove sales.

11. paper 'Improving Consumer Mindset Metrics and Shareholder Value Through Social Media: The Different Roles of Owned and Earned Media' June 2018

Which of the following statements about the paper 'Improving Consumer Mindset Metrics and Shareholder Value Through Social Media: The Different Roles of Owned and Earned Media', is true?

- ☒ Brand fan following has a larger cumulative elasticity on purchase intent than on customer satisfaction
- ☒ The paper shows that earned, owned and paid media have an influence on brand awareness
- ☐ Brand fan following is a form of paid media
- ☐ All of the other answers are false

12. paper 'Customer Engagement: the construct, antecedents and consequences'

Indicate the correct answer with respect to the following two statements (which relate to the paper 'Customer Engagement: the construct, antecedents and consequences') : Statement 1: Customer engagement is defined by customer referrals, customer influence and customer knowledge Statement 2: Customer engagement directly influences customer satisfaction

- ☒ Statements 1 and 2 are false
- ☐ Statements 1 and 2 are true
- ☐ Only statement 1 is true
- ☐ Only statement 2 is true

13. paper 'Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or screening Ideas in Real Time'

Indicate the correct statement according to the paper 'Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or screening Ideas in Real Time':

- ☒ Crowd feedback variables have most power to predict idea implementation
- ☐ Real-time based idea ranking is not possible
- ☐ Contribution-based variables have most power to predict idea implementation
- ☐ All of the other answers are false

14. paper 'Branding in the age of social media'

In the paper 'Branding in the age of social media', which one of the following four principles is not one of culturing branding?

- ☒ emphasize creative excellence
- ☐ innovate continually, using cultural flashpoints
- ☐ map the cultural orthodoxy
- ☐ target the crowdculture

the four principles of cultural branding are: mapping the cultural orthodoxy, locating the cultural opportunity, targeting the crowdculture, diffusing the new ideology

15. paper 'Innovation origins when by whom and how are radical innovations developed'

Which of the following stages is not part of the precommercialization of radical innovations in the paper 'Innovation origins when by whom and how are radical innovations developed'?

- ☒ brainstorm
- ☐ first prototype
- ☐ first concept
- ☐ commercialization

16. Chapter 3 concentration

Which differentiated marketing strategy only offers 1 single product (Chapter 3)?

- ☒ concentration on a single segment
- ☐ market specialization
- ☐ selective specialization
- ☐ none of the other answers

17. Chapter 8: pricing June 2018

what is the target return price if a company has a desired ROI of 30% on an invested capital of 2000000 EUR and with expected sales of 15000 at a unit cost of 500 EUR (Chapter 8: Pricing)?

- ☒ 540
- ☐ 110
- ☐ 600
- ☐ 860

correct answer: $500 + (0.3 * 2000000) / 15000 = 540$

18. Chapter 1: Introduction June 2018

Which of the following statements is correct?

- ☒ A want becomes a demand when there is purchasing power and willingness to pay.
- ☐ Transaction marketing is focused on customer satisfaction.
- ☐ Value is the ratio of the functional benefits of the product and the financial costs of the product.
- ☐ All of the other statements are false

slide 19. Other answers: slide 25 and slide 21

19. Chapter 4: June 2018

Which of the following statements about Chapter 4 is correct?

- ☒ All the other answers are false.
 - The product's 'points of difference' are at the bottom of the brand objectives pyramid according to Keller (2003).
 - Building awareness is most important in the maturity stage of the product lifecycle.
 - The PLC (product lifecycle) is general and can be used for any product.

see slides 35, 96 and 94

20. Chapter 6:TORA and TPB June 2018

Which of the following two statements is correct? Statement 1: The 'theory of planned behavior' is a theory that can be used to understand the evaluation of alternatives Statement 2: The 'theory of reasoned action' is a theory that can be used to understand the after purchase behavior of customers

- ☒ Only statement 1 is true.
- ☐ Only statement 2 is true.
- ☐ Statements 1 and 2 are true.
- ☐ Statements 1 and 2 are false.

21. paper 'CRM' Burez

Which statement is INCORRECT regarding the paper 'CRM at a pay-TV company: using analytical models to reduce customer attrition by targeted marketing for subscription services'? In order to remedy churn the following marketing actions were tested:

- ☒ A reduced subscription price
- ☐ Free samples (movie tickets)
- ☐ Invitation to a VIP event
- ☐ A survey for the customers to provide feedback

22. paper Bart June 2018

Which statement is INCORRECT regarding the paper 'Customer attrition analysis for financial services using proportional hazard models'?

- ☒ In the study the following independent variables are included: customer behavior, customer perceptions, customer demographics, and macro-environment variables.
- ☐ The paper does not only include time-varying dependent variables but also time-varying independent variables, making this study truly dynamic.
- ☐ A 1% increase in retention rate has a dramatic impact on profit event if the retention rates are already higher than 90%.
- ☐ Static attrition models investigate churn of a customer in one specific moment in time.

23. paper 'Assessing performance outcomes in marketing'.

Which statement is correct regarding the paper 'Assessing performance outcomes in marketing'?

- ☒ The customer behavior outcomes are only based on post-purchase customer behavior. Pre-purchase (e.g., website visits) are a part of the marketing program outcomes.
 - ☐ Operational performance does not only include customer-level performance metrics but also stock market performance metrics.
- In the marketing-outcome chain managers can only change their marketing actions after they have evaluated the impact on the organizational performance.
- None of the answers is correct.

This answer is wrong since stock performance is an organizational performance metric.

24. Chapter 2; portfolio models June 2018

Which statement about the portfolio of businesses and products is correct (Chapter 2)?

- ☒ In a divest strategy you try to cut the fixed costs and sell your company at the right time.
- ☐ The BCG matrix depicts the annual growth rate of the business against its absolute market share.
- ☐ A successful SBU goes through the whole life cycle of the BCG matrix: they start as a question mark and end as a cash cow.
- ☐ In the GE matrix you should always invest or expand in highly attractive markets.

25. Chapter 5: marketing models June 2018

Which statement is about the Bass-Diffusion model is correct (Chapter 5)?

- ☒ The more word-of-mouth, the faster the maximum number of adopters will be reached.
- ☐ According to the Bass-Diffusion model the adoption of new products can be explained by the innovation and the adoption effect.
- ☐ The parameters of the Bass-Diffusion model cannot be estimated if there is no initial data.
- ☐ None of the answers is correct.

26. Chapter 7: DMU June 2018

Which statement is correct? 1) The Decision-Making Unit only includes people of the company itself. 2) A company will only search for new suppliers in the case of a 'new task'.

- ☒ Statements 1 and 2 are not correct.
 - Statement 1 is correct, statement 2 is not correct.
 - Statement 1 is not correct, statement 2 is correct.
 - Statements 1 and 2 are correct.

Often people of the government or the marketing of the other firm are involved in the DMU. Also a modified rebuy is an opportunity for other suppliers.

27. gastspreker Daan Raemdonck June 2018

Which of the following statements about the talk by Daan Raemdonck (Alpro) is INCORRECT?

- ☒ Packaging is often overemphasized. Overall, it does not play an important role in branding.
 - He sees three big contributions in marketing centered around: Penetration, Relationships, and Influencers.
 - He argues: "I love people... but I'm afraid we're irrational, lying, animals: (1) Our behavior is not rational, but sensory and habitual, (2) Don't know what we want, (3) Cannot predict our own behavior, (4) Lie, lie, lie [not necessarily on purpose]"
 - We need to step away from claimed behavior, to measured & real behavior by: (1) Big Data, and (2) Neuro science/Behavioural science.

14th minute of part 2 video

28. Video airlines

Which of the following statements about the video titled "The Economics of Airline Class" is INCORRECT?

- ☒ In subsonic aircraft on transatlantic routes, most airlines offer a first class, business class, economy class configuration.
 - ☐ In the example given in the video for a non-stop fare between two important cities, the 14 first class passengers in the front of the airplane make the airline more money than the 122 economy-class passengers.
 - ☐ Over the past decades, airlines have managed to cut costs to allow more people to fly, i.e., a standard-class ticket to fly transatlantic in 1950 is (inflation adjusted) about the same as a first-class ticket on the same route today.
 - ☐ The supersonic airplane "Concorde" was not economically viable.

29. Chapter 8: Pricing: price elasticity

Price elasticity is ... (Chapter 8: Pricing)

- ☒ the relative change of demand divided by the relative change of price
- ☐ the relative change of the price divided by the relative change of demand
- ☐ the absolute change of the price divided by the absolute change of demand
- ☐ the absolute change of demand divided by the absolute change of price

30. paper 'Improving Consumer Mindset " June 2018

Indicate the correct answer with respect to these two statements (which relate to the paper 'Improving Consumer Mindset Metrics and Shareholder Value Through Social Media: The Different Roles of Owned and Earned Media') : Statement 1: The probability of a positive impact of owned social media on purchase intent is higher for brands with a lower Product purchase involvement (PPI) Statement 2: The effect of negative earned social media on brand awareness is larger than the effect of positive earned social media on brand awareness

- ☒ Statements 1 and 2 are false
- ☐ Statements 1 and 2 are true
- ☐ Only statement 1 is true
- ☐ Only statement 2 is true

Statement 1: p52: it should be a higher PPI, Second stage analysis; Statement 2: figure2

31. paper customer engagement June 2018

Indicate the one type that is NOT a dimension of the customer engagement matrix proposed by Pansari and Kumar (2017):

- ☒ Satisfied
- ☐ True love
- ☐ Passion
- ☐ Indifference

see the customer engagement matrix

32. paper Steven 2 Wisdom of the crowd

Indicate the correct answer with respect to the following two statements (which relate to the paper 'Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or screening Ideas in Real Time'): Statement 1: The information on idea content and the contributor's past idea-generation experience improves predictive performance up to 26.0% over random idea selection. Statement 2: The proposed impact of a contributor's experience is only negative, since they focus too much on their small field of expertise and their prior knowledge impedes new idea generation

- ☒ Only statement 1 is true
- ☐ Statements 1 and 2 are true
- ☐ Statements 1 and 2 are false
- ☐ Only statement 2 is true

Statement 1: see managerial findings; statement 2: see discussion of contributor-based idea selection: it can also be positive

33. paper 'Branding in the age of social media'

This question is about the paper 'Branding in the age of social media'. Which of the following approaches is taken by social branding?

- ☒ target ideologies
- ☐ target trends
- ☐ creative excellence
- ☐ branded content

an approach taken by social branding is targeting ideologies (tap into the crowdcultures)

34. paper "How Smart connected ..." June 2018

This question is about the HBR paper titled "How smart, connected products are transforming companies". Consider the following two statements: 1. With the development of smart, connected products, IT will be incorporated into R&D leaving its classic central role. 2. As smart, connected products require a fundamental rethinking of design, the product development team will comprise of software engineers instead of mechanical engineers.

- ☒ Statements 1 and 2 are incorrect.
- ☐ Statement 1 is incorrect.
- ☐ Statement 2 is incorrect.
- ☐ Statements 1 and 2 are correct.