

SAMPLE FINAL

The questions on the final exam will be similar to those on this sample final. You will be asked to answer any eight of the ten questions.

1. Recording Empires, Inc., has a number of subsidiaries. OperaScope arranges live opera performances in mid-sized towns and has a very large share of this market. Although customers are currently willing to pay large prices for tickets, the market is expected to fall dramatically in the next few years. Currently, the RappoScope subsidiary has a small share in the rapidly growing market for rap recordings. The Danger Dog subsidiary has a small share in the shrinking market for recordings of barking dogs. Please discuss how the Boston Consulting Group Model can help this firm plan its strategy.
2. A manufacturer of motor cycles is interested in the impact of the product life cycle on its opportunities. Please discuss, stating clearly any reasonable assumptions you make.
3. What do you see as the two most important variables in segmenting the market for cellular phone service? Please explain your reasoning. (Note: Grading will be done mostly based on your reasoning).
4. Bottled water is a frequently purchased product. Please discuss how both *internal* and *external* reference prices are relevant to retailers of this product category.
5. Please discuss how the pricing interests of a manufacturer such as Colgate toothpaste differs from that of the retailers carrying this product.
6. Protein Passion is a manufacturer of low carbohydrate, high protein foods. What are some things that may be helpful in improving the search engine rankings for the firm's web site?
7. Please explain how any three elements of the promotion mix can be used by McDonald's.
8. Medicocre Manufacturing, Inc., is getting worried about its poor track record with new products. Please discuss frequent reasons for product failure.
9. Simon and Schuster, a large publisher, is interested in trying to sell its current best-selling books, which currently have a retail price of about \$20.00 each, on the Internet. Please discuss the economics of this approach.
10. What is co-branding and why is it used? Please give one example (real or fictional).