

SAMPLE MIDTERM II

Note: On the actual exam, you will be given approximately one half page to answer each question. You do NOT need to bring a blue-book.

Please select any 8 of the following 10 questions to answer:

1. Aztecology Enterprises owns several different businesses. One unit emphasizes entertainment electronic products such as MP3 players, a very rapidly growing market where the firm has a small share. Aztecology also produces baby foods, a market that is not growing and one where the firm has a small share. Finally, Aztecology makes VHS tapes where the firm has a large share in a market that is not growing. What does the Boston Consulting Group matrix suggest that Aztecology might do?
2. What is a two-sided appeal and how does it work?
3. Please discuss how Eastern and Western thinkers are likely to differ in the way they describe pictures.
4. Please discuss how Eastern and Western thinkers differ in the way they see objects.
5. Please discuss differences in child raising practices between Eastern and Western cultures.
6. Nikon, a manufacturer of cameras, is interested in how focus groups might be used in research. What are some types of questions that focus groups are well suited to address and what are some for which this method is not suitable?
7. Intel, a manufacturer of computer microprocessors, is interested the market potential in five South American countries. Because of the need for economies of scale, the processors need to be imported into the countries. Which measure of country wealth—nominal or purchase parity adjusted per capita GDP—is most relevant here? Why?
8. What is a SWOT Analysis and what does it involve?
9. How do the marketing and selling concepts differ? Why is this difference important?
10. Please discuss how scanner data can be useful for Vons Supermarkets.