

☑ **MF-102 S19 general information**

Course code: MF-102

Course name: Marketing

Date: May 20th

Duration: 3 hours

Resources allowed: English dictionary

Notes: Please choose **four** out of six questions

The professors sometimes ask for exam answers to be used for teaching purposes, but in order for this to take place, the university needs your consent.

Do you grant the University of Agder permission such permission?

Select one alternative

Yes












No

1 MF-102 S19 question

Please choose **four** out of six.

1. Why is marketing important?
2. From the 4Ps to the 7Ps.
3. What should marketing managers know?
4. Five stage model of the consumer buying process.
5. The buying center in the business buying process.
6. Five competitive forces.

Fill in your answer here

Format | **B** | *I* | U | x_2 | x^2 | I_x |  |  |  |  |  |  |  |  |  |  | Σ | 

Words: 0

Maximum marks: 10