



TENTAMEN / EXAMINATION



8164617

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Provbenämning / Exam name			Oanmäld
Business Marketing			
Kurskod / Course code	Provkod / Exam code	Tentamensdatum / Examination date	
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Bedömning av uppgifter / Questions attempted										
1	2	3	4	5	6	7	8	9	10	~
11	12	13	14	15	16	17	18	19	20	~
21	22	23	24	25	26	27	28	29	30	~
Totalt antal poäng / Total points				Examin. lärare / Kursansvarig signatur / Signature of the examiner						
42,5										
Betyg / Grade				Namnförtydligande / Clarification of the signature						
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Försättsbladet ska alltid lämnas in även om ingen uppgift behandlats /
Examination should always be submitted even if no questions are answered

Anonymous code.....FEAD13-0049-GCE

Reply form questions nr 1 - 2

Patrik Gottfridsson

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FEAD13-0049-6LE

Löpande sidnr
Consecutive no:

2

Uppgift nr /
Question no:

1

Poäng / Points
awarded:

7

Lärarens
anteckning
Examiner's remarks:

1. A business relation is the relationship that exists between for instance a seller and its customer.

There exist two different approaches when discussing relationships:

- The relationship perspective where relationships are in the main focus and sellers put the same amount of focus on all those relationships they have within their firm.

and

- The network perspective where the seller chose which relations that is more important to focus on and put more efforts in those relationships

It is important to manage relations to be able to get higher revenue and being more cost effective.

It is important to manage those relationships that exist within a firm because changing or losing relationships could be very expensive for a company. For instance if a company are going to change their suppliers there are switching costs that they have to take into consideration before they chose to engage in another relationship.



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Löpande sidnr
Consecutive no:

3

Uppgift nr /
Question no:

1

Poäng / Points
awarded:

Lärens
anteckning
Examiner's remarks:

1. and switching relations is not only costly you could also loose people with knowledge that efficient the producing process. You might loose processes and procedures that make the company more effective and profitable.

It is also important in a network perspective to understand that relationships are not owned, and have to be delt with in a protecting matter.

Håkansson talks about the ARA-model that discuss actors on the market with resources that is needed for activities actors do within and outside their firm.

Concidering the ARA-model it is important to manage relationships in the aspect that different actors have different resources that could be of importance for other actors in various ways and to be able to conduct those activities a firm desires it is important to maintain those relationships that enables this and develop new relationships that could evolve the firm to new hights.



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Löpande sidnr
Consecutive no:

4

Uppgift nr /
Question no:

1.

Poäng / Points
awarded:

Lärens
anteckning
Examiner's remarks:

1. It is also possible to take the SNM-model* into consideration as well.* (strategic network management) to evaluate and to understand which of the relationships that are important to them and which they should focus on.

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Löpande sidnr
Consecutive no:

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Uppgift nr /
Question no:

2

Poäng / Points
awarded:

3

Lärarens
anteckning
Examiner's remarks:

2. The business to business (B2B) market is a very complex market where relations and networking is significant for the firms that works on these markets.

(B2C)
On a Business to consumer market your intentions is to sell your product to these people but in B2B markets you really have to consider what product it is that your customer wants? Is it parts to produce a different product or is it a product for direct resell?

On a B2C market company's do not usually have especially deep relations with their customers, it is quiet shallow and there requires a lot of work to create loyalty. In B2B markets as said before there is a lot of focus on the relationship and many B2B markets want to have deep, long-lasting, maintaining relationships to be able to develop over time.

Within a supply chain a company could learn a lot from those relationships they recieved/have by sharing information and working together.

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Reply form question nr 3

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Löpande sidnr
Consecutive no:

7

Uppgift nr /
Question no:

3

Poäng / Points
awarded:

72

Lärares
anteckning
Examiner's remarks:

3. A value proposition is the last step in a 3-step model. First a company looks at different segments on the market, second they chose which segment that fits them and target these markets. Last there is positioning that enables a company to make a position in a customers mind and this is where value proposition is find.

This is from a sellers perspective and creating customer value for the targeted segment. So to be able to conduct a value proposition you first have to look at creating customer value:

Points of parity (POP) - First the firm has to look at which attributes their product/service contain. These attributes could be features that a customer think that the product must have to be considered by them.

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Consecutive no:

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Uppgift nr /
Question no:

3

Poäng / Points
awarded:

Lärens
anteckning
Examiner's remarks:

3. Points of difference - The next step is to look at which attributes that devide the firm from other competitors. What makes them unique? Looking at what you could provide that no one else is.
(POD)

Points of contention - Here is where the firm is able to create customer value. Providing solutions that excels the customers expectations and create added value for the customer
(POC)

With these ways of creating customer value we move on to conducting a value proposition which is a customized proposal of a supplier, that illustrates attractive customer value.

All benefits - Is similar to POP, where a business is looking at all the attributes they have on the market. This requires only knowledge regarding your own firm to conduct a value proposition
=>

3



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9

forts.

3. All benefits - company's message to the customer is "Why you should chose our product".

Uppgift nr /
Question no:

3

Poäng / Points
awarded:

Lärens
anteckning
Examiner's remarks:

Ex. "iZettle provides an easy-to-use, fast, and small device for recieving payment from customers"

1

Favorable points of difference - Is similar to POD, when the firm is focusing on what is differentiating them from their competitors. "Why you should chose us and not the competition" Here it requires knowledge about both your own firm's and the competitor's market.

3

Ex. "iZettle provide a device that will have you up and, running in a minute, simontaneously that has a long battery time and affordable on the market"

1



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Consecutive no:

10

Uppgift nr /
Question no:

3

Poäng / Points
awarded:

Lärarens
anteckning
Examiner's remarks:

1

*

3. Resonating focus - Is the last step and could both contain POP and might contain a POP. This is where the value proposition makes the customer needing the product regardless of substitutes "Why will the customer need our offering?". This requires that the firm has knowledge regarding its own market at the same time that they have knowledge about their competitors market and customer preferences.

Ex. "i Zettle's offering is towards helping retail stores an easy-to-use, preferable sized, long lasting payment device at the most affordable price".

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Reply form question nr 4

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Löpande sidnr
Consecutive no:

12

Uppgift nr /
Question no: 4.

Poäng / Points
awarded: 11,5

Lärarens
anteckning
Examiner's remarks:

4. a) A lead user is sometimes also called an innovator.

A lead user is a result from open innovation.

In difference to the ordinary user, that only possess "use-knowledge", the lead user both have knowledge about how a product works (use-knowledge) and are able to detect a problem, in the same time that this person possess knowledge about the technological aspects as well and could also provide a solution to the detected problem.

The lead user understands the necessities and limitations in providing a solution to a problem.

b) It is a little bit similar to my recent answer but the lead users innovations emerge new ways of using technology's and make your everyday easier.

As said before a lead user could detect both problems and provide a solution through having both "use"-knowledge and "tech"-knowledge.

3
~~2~~

7



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Löpande sidnr
Consecutive no:

13

Uppgift nr /
Question no:

4

Poäng / Points
awarded:

Lärens
anteckning
Examiner's remarks:

4. b, It is hard to detect lead users for firm but by open up and let people in earlier than traditionally, firm's could evolve faster and gain higher profits by launching products that solves a problem in a new more efficient way.

Throug being able to detect both problems and solutions these products are more adapted to solve problems that actually exists on the market because of the "use"-knowledge that provides problem that the everyday user might have, and that they would prefer to have a better solution on.

Research and develop. might not understand and see these problems because they only working on the product being more technical superior then actually fixing a problem.



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Consecutive no:

14

Uppgift nr /
Question no:

4

Poäng / Points
awarded:

Lärarens
anteckning
Examiner's remarks:

c) The differences in the ratios depends on both the "use"-knowledge in the same time it depends on the "tech"-knowledge.

First you could argue that a tractor shovel is quite developed to the extend that it is not much more to develop, instead of scientific instrument industries where there are a lot of development to do.

The people that are driving tractors might not have so much knowledge regarding the technicalities behind the shovel which might help them detecting problems but they dont know how to solve the problem if they would find any.

Users of scientific instruments often possess quiet much knowledge in how the instrument works (both use & tech-knowledge) which could help them to easier detect problems and also see a possible solution.

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Reply form questions nr 5 - 7

Bo Rundh

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5. Channel of distribution.

Depending on the market there are two different approaches that are possible to choose from.

① Direct ~~distribution~~ - when the ~~market~~ is complex.

② Indirect ~~distribution~~ - when markets are fluctuating. Some type of intermediary sells or handle the product.

Transportation is one of the possible distribution channels that enables manufacturers deliver to customers.

2.
Social media enables the customer to gain information about the product and also for potential customers to detect the product/service.

personal sells through working on those relationships that already exists and find new ones to gain more profits in the firm.



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Uppgift nr /
Question no:

6

Poäng / Points
awarded:

4

Lärarens
anteckning
Examiner's remarks:

6. The concept of Supply Chain Management is to conduct collaborative activities throughout the supply chain, as well as ~~defining~~ ^{inlegale} the demands and supply through the chain.

0.5

SCM is about joint planning & joint communication to be able to be as effective as they can be.

There are 4 objectives that could be of importance to look at for creating efficiency within the supply chain and those are:

Waste reduction

Which enables company's to look into where you could possibly lower waste such as time spent or material used. which helps the next step.

Time compression

Where could we save some time? Go on a "journey" to detect where in the supply chain it is possible to cut some time. faster order-to-delivery.

3.5



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Consecutive no:

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Question no:

6

Poäng / Points
awarded:

Lärens
anteckning
Examiner's remarks:

6. Flexible response

Here the firm is working with adapting through changes. Establish relationships and sharing information to enable trust alongside the supply chain.

Helping each other adapt and develop
in a cost effective manner

Unit cost reduction

What is the customer expecting?

They you should provide that. Not more and not less - that would be more costly for the firm.

Considering these objectives a firm could get a much more efficient supply chain.



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Uppgift nr /
Question no:

7

Poäng / Points
awarded:

4

Lärarens
anteckning
Examiner's remarks:

7. In business marketing communication there are focus on different tools such as:

- Personal selling
- Advertising
- Online media
- Selling ^{Sales} promotion
- Public Relations
- Trade shows
- Sponsorships

Personal selling - is the most efficient tool on a B2B market.

It creates interaction between customers and sellers and it is ^{more} beneficial when products are complex. Even though PS enables to customize and create relationship it is also quite expensive for a business.

Advertising - is another tool that helps firms creating awareness and informing about their products and services. It is a quite effective way to create these points above and is cheaper than a personal seller.



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Löpande sidnr
Consecutive no:

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Uppgift nr /
Question no:

7

Poäng / Points
awarded:

Lärarens
anteckning
Examiner's remarks:

forts.

7. Online media - enables two-way communication and helps firms customize and detect customers wishes.

It is a very cheap tool to use and could potentially reach a lot of potential customers, alongside their own customers

Selling promotion - special offers, putting together packaging offers to make products more interesting to the customers could be beneficial on ex. trade shows.

Public Relation - through for instance lectures or presentations firms can take a position in a customers mind and also attract new customers.

Trade show - is a good way of promoting a firms product and being able to find new potential customers

Sponsorship - could attract a certain group of people. Could result in new customers through leaning towards customers interests. etc.

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