

Principles of Marketing

21BSB560

Semester 1 2021/22

(1a) Exam paper

This is a (1a) online examination, meaning you have **23 hours** in which to complete and submit this paper. How you manage your time within the 23-hour window is up to you, but we expect you should only need to spend approximately **2-3 hours** working on it. If you have extra time or rest breaks as part of a Reasonable Adjustment, you will need to add this to the amount of time you are expected to spend on the paper.

It is your responsibility to submit your work by the deadline for this examination. You must make sure you leave yourself enough time to do so.

It is also your responsibility to check that you have submitted the correct file.

Exam Help

If you are experiencing difficulties in accessing or uploading files during the exam period you should contact the exam helpdesk. For urgent queries please call **01509 222900**.

For other queries email examhelp@lboro.ac.uk

You may handwrite and/or word process your answers, as you see fit. It is preferred that you type your answers.

This is an **open book exam** and you may refer to module materials, notes or textbooks when answering. However, you **must produce your own responses** to the exam questions and you **should not copy or reproduce content** from a source without quotation marks and a citation. Students who do this will be marked down for poor scholarship or the work will be considered for Academic Misconduct in line with regulation XVIII.

You must clearly identify the question and part, as required, in your answer, either through the numbering system or by including the relevant exam question and/or part as a heading.

You may include headings, bullet points etc to help with clarity as required. Graphs and images may also be included and should be appropriately referenced.

In text citations should use the Harvard style in accordance with the School of Business and Economics guidelines. You do not need to include a reference list.

Answer BOTH questions. The maximum word length 700 words per question.

ALL QUESTIONS CARRY EQUAL MARKS.

1. Critically discuss the implications that the social/cultural forces which were covered in the lectures can have for marketing. Provide examples to support your answer.
(Total: 50 marks)

2. In the context of positioning, critically discuss the benefits and the costs of customization that were covered in the lectures. Provide examples to support your answer.
(Total: 50 marks)

J.S. OLIVEIRA