**MR2100 FINAL EXAMINATION INFORMATION**

Scheduled for April 19, 9-11 Room 201Winter

Paul Tilley

**The Final examination will cover the material in the course – focusing on Chapters 15-17. It will be made up of 2 parts:**

**Part 1 @ 50% consists of 25 Multiple Choice questions.**

**Part 2 @ 50% consists of 5 short answer questions. Please answer in the space provided being sure to clearly demonstrate an understanding and appreciation for the topic.**

**You will have 2 hours to complete the exam.**

**QUESTION POOL**

**Pool Question 1**

Spring has sprung and you are on the hunt for a summer job (I’ll be sure to drop in and visit you when I am off!). Imagine that you have been called to a job interview for a marketing type job. You need to prepare to answer the following questions from the potential employer:

Interview Question – You have a job interview for a management position with Canadian Tire (If you get this job you’ll likely see me a lot!)

“Canadian Tire is one of the biggest retail players in the Canadian market. Most retail operations can be classified along the lines of a) Form of Ownership, b) Level of Service or c) Merchandise Line. Explain each of these classifications and give an example of each one?” Where does Canadian Tire fit into this? Support your answer.

“There have been several new threats to Canadian Tire in recent years by "Non-Store Retailers” Explain what Non-Store Retailing is and give two examples of Non-Store Retailers?”

**Pool Question 2**

You are sat in an interview for the new Kent Store that will be opening in Clarenville in the fall. “Retail is Changing” says the interviewer.

1. Discuss one of the theoretical models that you have learned about in MR2100 that help explain the reason(s) for the continual change in retailing.
2. Discuss any three of the challenges facing Canadian retailers today cited in the MR2100 course

**Pool Question 3**

Spring has sprung and you are on the hunt for a summer job (I’ll be sure to drop in and visit you when I am off!). Imagine that you have been called to a job interview for a marketing type job. You need to prepare to answer the following questions from the potential employer:

Interview Question – Target Marketing just called and want a telephone interview – here’s a couple of questions from them:

a) Discuss in detail the Communications Process – be sure to draw a graphic of the communications process and explain each key component. Give an example to demonstrate the process.

Describe and discuss any four of the promotional elements. For each one of the promotional elements you listed, please elaborate on the following points:

Is it Mass or Customized (why?) How is payment made?

What are the relative strengths of that element?

What are the relative weaknesses of the element?

**Pool Question 4**

You have an interview at Sobey’s, one of Canada’s largest grocery chains. Here are a couple of questions from them:

Please define each of the following types of Sales Promotions and discuss the

• Coupons

• Contests

• Point of Purchase Displays

• Rebates

• Product Placement

a ) What is the major objective of each type,

b) What are the key advantages of each type and the major disadvantages of each type

**Pool Question 5**

Target Marketing just called and wants a telephone interview – here is a question from them:

Discuss the KEY advantages and the MAJOR Disadvantage of the following mediums of communication: Television, Radio, Magazines,

• Newspapers,

• Internet,

• Outdoor Advertising

• Direct Mail

**Pool Question 6**

Atlantic Lottery Corporation calls you for an interview; here is a question from them:

We are presently in the throes of reviewing how we set our promotional budget. Determining the ideal amount of budget is difficult but there are several methods that are used to set such a budget. Discuss each of the four major promotional budgeting methods being sure to explain what they are, how they work and the major advantage and challenge that each one brings to the budgeting process.

**Pool Question 7**

Target Marketing just called and wants a telephone interview – here are a couple of questions from them:

1. Describe and discuss the major elements of the Promotional Mix?
2. There are several factors that must be considered when one decides to promote a product or service. Discuss the key factors that affect the decision on the proper promotional mix to achieve a client’s sales objectives?

**Pool Question 8**

Pure Marketing just called and wants a telephone interview – here are a couple of questions from them:

1. Developing a promotional program focuses on the 4w’s beings asked and answered. What are the 4w’s and what is the relevance of each one to the overall promotional decision process.
2. In developing a promotional program it is important to plan its execution. Fully discuss the basic steps involved in the planning process.

**Pool Question 9**

You are in the middle of an interview for an Advertising Manager position with Mercer’s Marine in Clarenville. Owners, Phillip and Scott Mercer are probing you for your knowledge of advertising types. Scott asks: “Advertisements can be broken into two major classifications – Product and Institutional – What are the basic forms of ads in each of these two catagories – give an example of each, preferably in the context of our company?”

**Pool Question 10**

Newfoundland Capital Corporation (Newcap) owns several radio stations around the province and is interested in hiring a summer sales consultant. They have approached you for an interview and ask the following question:

1. There are several different mediums for advertising – discuss any five (5) and outline the relative advantages and disadvantages of each type of media.
2. If one were to buy radio advertising from our stations, discuss any four (4) methods available to us to test/demonstrate the effectiveness of that advertising (post-testing)

You can ask for clarification on these questions but I cannot answer, nor check your potential answers for these questions.