**THE FIRST TWO QUESTIONS ARE COMPULSORY**

1. Let’s consider the following brands and their characteristics in the German market in 2014:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Coxa Colla | Pespic Colla | Other brands (sum of different market shares) | Total |
| N° of target consumers | 30 millions | 20 millions | 15 millions | 65 millions |
| N° of stores | 2000 | 1500 | 1200 | 4700 |
| Liters (millions) | 500 | 400 | 1700 | 2600 |
| Market share | 25% | 10% | 65% | 25700 millions |

Calculate the relative marketing share of the leading company (2 pt)

Calculate the sales (in billion$) of the leading company? Write your calculus (2 pt)

2) The 2 downstream activities of the value chain are the following (provide a short description for each of them): 4 pt

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b) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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3) Which are the 4 dimensions of a PEST analysis? Provide a short description for each of them. 4 pt

4) A firm subscribing to the stakeholder theory of the firm would mainly be concerned with providing value for: (2pt)

A. its shareholders.

B. its customers.

C. its board of Directors.

D. its community.

E. All the above stakeholders

5) Using the Porter model, explain when clients can be very powerful and influence the degree of competition (pt.4)

6) What is the difference between the mission and the vision? ( 4 pt)

7) Consider one of the companies presented in class (Generali, Illy, Wartsila). Can you say if the company is developing a cost leadership strategy, a differentiation strategy, a cost focus or a differentiation focus strategy? Briefly describe the reasons of your choice. 4 pt

8) What is the marketing mix? Briefly describe. 4 pt