

**NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS
DEPARTMENT OF ECONOMICS
DIVISION OF BUSINESS ECONOMICS & FINANCE**

**COURSE: INTRODUCTION TO MARKETING
MGT461 - SPRING SEMESTER 2019 - RESIT**

Resit final examination, academic year 2018-2019 (essay type questions): Answer 3 from the following 4 questions. Each question carries equal weighting to the total mark (1/3).

RESIT EXAM QUESTIONS (ESSAY TYPE)

1. Discuss the impact of the external environment factors (political & legal, economic, socio-cultural, and technological) on the marketing strategy of KFC.
2. Assume that a product is at maturity stage, discuss ways that it could avoid decline. Choose a specific product to explain the application.
3. Discuss how the nature of the product relates to the degree of market exposure desired. Illustrate with appropriate examples.
4. Discuss the stages in the consumer decision-making process you went through to buy a smartphone.

