



Cover Sheet for Written Examinations

(Can also be used in the examinations box.)

This sheet should always be submitted.

NB Any loose sheets must always be attached to the examination script

School Linneaus University		
Written examination in sub-component course 1FE170 Purchasing written exam, 6 hp		Examination code 1506
Course / degree programme ISM		
Date 2017-12-21	Time 09.00-13.00	Place CIL
Total number of pages submitted 12 inkl. this one	Examination aids permitted Dictionary provided by the examination supervisor.	
Miscellaneous		
Teacher responsible for examination Sven Kallin / Michael Råberg		Visited examination hall <input type="checkbox"/> Yes Time <input checked="" type="checkbox"/> No
Can be reached on the following telephone number Time		

Examination coversheet		
<input type="checkbox"/> Yes, coversheet can be distributed (answers should be written on the loose pieces of paper)		
<input type="checkbox"/> No, coversheet cannot be distributed (answers should be written on the question sheet)		
NB Name and Swedish civic registration number should be written in ink		
Examinee's name (or code)		
Swedish civic registration number (not where code is stated)		
Programme / course		
No. of credits	Grade	Teacher code

Instructions

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

ID shown <input type="checkbox"/> Yes <input type="checkbox"/> No	Examination script submitted at (time)	Signature of invigilator
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TENTAFRÅGOR – Consumer Behavior, ISM, ordinarie tenta HT17

1. Consumer Behavior is often seen as a process. Describe the Consumption Process from both the consumers- and the marketers perspective. *(10 points)*

2. Multi-sensorial experiences and the role of perception are often discussed in Marketing and Consumer Behavior. Explain what it is and what kind of impact it has or could have on Consumer Behavior and Marketing Strategies-/Activities. *(12 points)*

3. **Materialism** versus **Sustainability** is often discussed in Business and Marketing. Explain those and describe the impact they might have on Consumer Behavior and the action consequences for Marketers. (10 points)

4. Consumer Involvements of different types are central in Consumer Behavior. Describe and exemplify what types and activities of involvements and give some practical examples of possible results from such involvements. *(12 points)*

5. Social identity is part of the whole Consumer Identity. Explain what we mean with "Consumer Identity" described in the main textbook. (6 points)

Exam Purchase

6. Describe Kraljix matrix and how to use it (10)

7. What is incoterms and when using it (5)

8. To negotiate and sign contracts/procurements is one of cornerstones for a purchaser. Give examples of parameters which a purchaser shall focus on. Explain also why you chose these parameters, (12, one point per parameter)

9. Describe the different steps for the purchase process (8)

10. Risk evaluation for a purchaser will be done in three levels. Which are they. Give also example of parameters to consider under each area (10)

11. Describe the Wilson formula and under which conditions is the formula optimal (5)