**Attachment 5**

**MKTG 4390 Final Exam**

**Assessment**

**Questions where students struggled are underlined.**

**Group 1 (Answer 2 of 3)**

1. **Considering the book “Strategy from the Outside In”, what do you think were the objectives of the authors in writing the book?**
2. **What do the authors mean when they refer to “deep market insights”? How do you get them?**

**Problem: Many did not recall that these insights inform strategy and are a source of competitive advantage.**

1. **List the briefly discuss the 4 “Imperatives” that comprise the framework of the book.**

**Group 2 (Answer 2 of 3)**

1. **Considering the first “Imperative” in the book “Strategy from the Outside In”, how do the authors define “value”?**
2. **What are the three dimensions by which the authors describe customer value? Give examples.**
3. **In what ways does customer value change over time? Why?**

**Group 3 (Answer 2 of 3)**

1. **Discuss the difference between “little I” and “Big I”. Give examples.**
2. **What is the role of the Innovation Risk Matrix as it relates to new product strategy? More specifically, what is the role of adjacent markets?**

**Many failed to identify the bases of the matrix and the nature of the opportunities in each area. Most mentioned adjacent markets as the “sweet spot” but more by rote memorization. Did not explain what was meant by sweet spot.**

1. **What is meant by the term “Full Spectrum Innovation” as it relates to filling the “Planning Gap?**

**Most did a good job of identifying that full spectrum means all sources of revenue, but many did not really relate it well to the nature of the Planning Gap and the fact adjacent markets were where the lion’s share of future growth would be coming from.**

**Group 4 (Answer 2 of the 3)**

1. **Briefly discuss 2 ways in which the behavior of loyal customers enhances the firm’s business model? Give examples.**
2. **What does CLV mean? List and briefly discuss 2 insights that have been learned from CLV analysis?**
3. **Briefly, discuss three ways in which the firm can leverage their valuable customers. Give examples.**

**Group 5 (Answer 2 of 3)**

1. **Why are brand and customer assets often undervalued by top management?**

**Most could discuss the difficulty in correlating brand and customer strength directly to sales. However, very few then commented on the role of intermediate measures.**

1. **List and briefly discuss 3 ways in which the strength of a brand is measured?**
2. **What are the 3 interlocking activities that nurture brands? Give examples of each.**