

Date: 151028	Kind of Exam: Test, Duration 20 minutes, Group B		Points	Evaluation
Class: 5BHEL	Lecture: WIR3	1.)	35	
Duration: 20'	Teacher: Scheffl	2.)	35	
Mark:	Name of the Student: <i>Mötz Florian</i>	3.)	30	
	0 - 50 Not Sufficient 51 - 62 Sufficient 63 - 75 Satisfactory 76 - 89 Good 90 - 100 Very good			
		Sum		<i>67+10=77→2</i>

1.) Explain the motivation theories, and apply them for the school. *as student*

2.) Explain the market research. When would you apply it in reality, for which purposes?

3.) Marketing strategies - please apply the price policy to a technology market (e.g. Tesla cars).

answers: 2 extra sheets

21 1.) motivation theories: 2 factors of Herzberg

a hygiene factors



all basical needs at work

which?

e.g. a nice workspace, nice coworker, ...

~~everything that is~~

if the hygiene factors are not met, you feel unsatisfied, if they are met, it's a normal work condition (there is no 'plus' if the hygiene factors are extra fine)

motivation factors

everything that keeps you motivated at work/school.
at work e.g. a good payment, interesting work, "Mitspracherecht" at projects, working at your favourite project.

if incentives > contribution:
worker will stay

if incentives < contribution:
worker will leave

apply to school:

interesting stuff to learn, nice and interesting classes,
not too much work to do, work is not too boring.

Herzberg

incentive - contribution

31 2.) market research

primary market research

market analysis

e.g. Umfragen,
Kundenbefragung
Statistiken selbst machen

short term
costs very much

m. observ.

takes short time

secondary m. research

extern

intern

state-Umfragen
Statistik Austria
Umfragen von
anderen Firmen
veröffentlicht

previous products
demand,
Kundenrezensionen

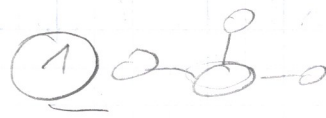
takes a long time
costs less money

displays market in a
long term view

small & middle sized business: only secondary because primary is too expensive

15 3.) marketing strategies:

price policy:



③ ✓ on demand:

price is ~~set~~ changed with the ~~the~~ demand at the market



- elastic demand:

price changes will affect the demand (e.g. luxury goods, that aren't necessary, e.g. chewing gum)

- nonelastic demand

price changes won't affect the demand (e.g. essential goods, such as milk, sugar, meat...)

② ✓ on production costs

The price ~~is~~ is calculated by the costs of production, Entwicklung + Gewinnspanne

④

on Konkurrenzmarkt:

price strategies ~~the for~~

✓ ⑤ =

③ penetration pricing

the product's price is below the price of the Konkurrent, and ~~it~~ is increasing slowly after everyone is used to your product.

⑥ =

③ skimming?

the product's price is higher than your Konkurrents, but you have ~~and~~ a certain image and some features at your product, that makes people buy it (e.g. Apple)

e.g. Tesla cars:

Tesla has good features at their cars, but are also very expensive skimming

Ad 3.) Discounter: Tiefen, wenig breit, wenig Auswahl

Fachmarkt: Tiefes Angebot, ~~noch~~ viel Auswahl

Breitspektrummarkt: (e.g. Gerngroß, Quelle) viel Auswahl, breites
Spektrum
: tiefes Angebot, trotzdem einigermaßen breites
Spektrum

z.B. 3M

Nachteil: viel Investitionsgeld notwendig
weitere Sparte zu eröffnen,
Gefahr auf Ladenküter

sehr viel Lagerplatz nötig