

Date:	Kind of Exam:		Points	Evaluation
151028	Test, Duration 20 minutes, Group A			
Class:	Lecture: WIR3	1.)	35	
5BHEL		2.)	35	
Duration:	Teacher: Scheffl	3.)	30	
20'				
Mark:	Name of the Student:			
	Gronmann			
	0 - 50 Not Sufficient			
	51 - 62 Sufficient			
	63 - 75 Satisfactory			
	76 - 89 Good			
	90 - 100 Very good	Sum		85+10=95 → 1

1.) Explain the motivation, disposition, and context (for what is it needed?)

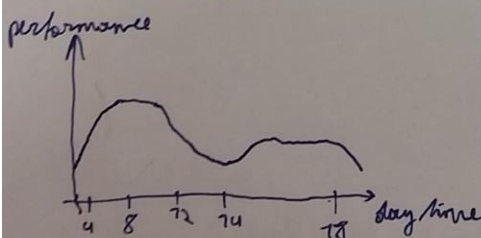
2.) What should you know about marketing needs? Explain them, and apply it for the market of "internet of things".

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

Supply → skills, dispo, incentives
 1) The performance of an employee depends on factors like motivation, disposition, incentives, education, exhaustion, ...

If a worker is more motivated, he will do a better job (higher performance, good for quality, ...). A worker can be motivated by different factors like wage, chance of advancement, ...

Also, the disposition changes over the day time since sleep is most powerful during the night. Thus, an employee can do more exhausting works better in the morning. In the early afternoon, you should give him more easy works. Also, often and short breaks are needed because the concentration decreases after a time of working.



An employee is also more motivated, when he is higher in the Maslow pyramid:
 to explain what?

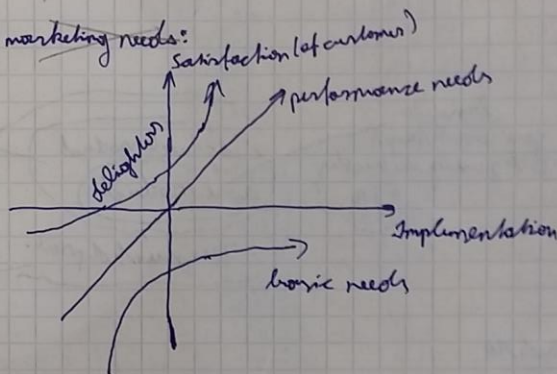
self actualisation	e.g. creativity
esteem	e.g. self confidence, respect
socialisation	e.g. friends, family, relationship
safety	e.g. not job, house, family
physiological needs	e.g. H ₂ O, oxygen, food, ...

Hierberg
 Incentive-Lohn

- 191 30
- ① ^{Grassmann} purchase process → demand
- 2) When you want to build/sell a product, you need to check and research the market needs.
- ② There are open-needs which are obvious needs like food or drinking, etc. and covered needs which are in the subconscious. (unbewusstes) covered needs can be "awakened" by commercials or other advertisements.
- ③ Howlow see before ... each person

④ Kono-model for marketing needs:

customer benefit value



Int. of Things:

User interface at the app

Which things can be controlled

can also not things autonomous

- basic needs: Expected as standard from the customer e.g. a phone can communicate
- performance needs: Everything you have clarified with the customer e.g.: the car has 103 KW.
- delighters: Extra-Features which are unexpected by the customer e.g.: extra gesture control on a smartphone

⑤ market research: market observation (long term) ↔ market analysis (short term, current situation)

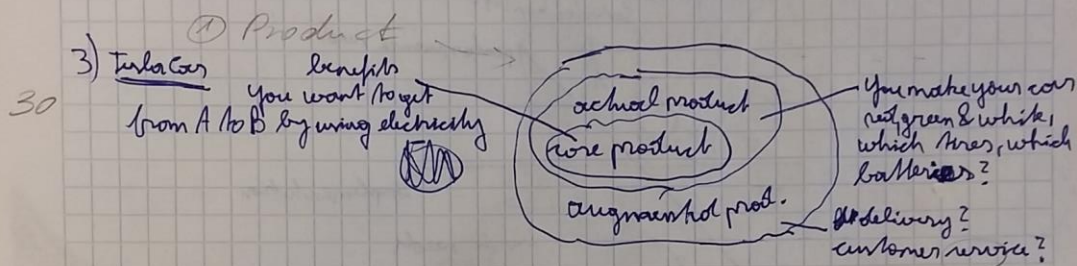
⑥ primary research (e.g. survey) ↔ second. research (existing data)
external internal

Internet of Things:

⑦

Idea: Control your car with smartphone (e.g. heating seats)
You haven't done it before so you make a primary research. E.g. you ask people if they would buy it, how much they would spend, which functions they would use, ...
You have to think about the place (where you want to sell it),

how you get it to the customers (promotion), the price and how the product will look like.



② core benefit
You can sell more products if you use

- product differentiation: You have a comfort version and a sport version of the Tesla car → more customers
- product variation: After the first run you build a new version with better batteries and sell it again

(policy)

③ Difference: wide / small range of products

wide: ⊕ not depending on one market ⊕ quality ⊕ specialisation

small: ⊕ specialisation ⊕ image ⊕ personal costs ⊕ depending on one sector

For the Tesla car the specialisation strategy fits very good.

You have a small range (Tesla car (elec. cars) and different models in this small range. Also your image should become good and also the quality.

④ Other strategies: discount strategy, multiple specialisation strategy

small range of products, high quantity → cheap products

combination of wide & small range;
high investment costs →
→ for big enterprises

Tesla → specialisation strategy, but not deep range