

Final Exam

Marketing Management 15.840

You can take as much time as you need to read and prepare the case, but you have **3 hours** of writing time (though you may be done in less time).

Each answer must be **300 words or less** (So you should write a **maximum of 900 words** for the entire exam)

Each question is worth **33%** of your exam grade.

Email your completed exam back to Prof. Norton by **5:00 PM, Friday, May 14, 2004**.

Case: British Airways

Question 1.

- (a) What problems did BA solve (or attempt to solve) in switching from local campaigns to global strategy?
- (b) What problems were created for BA in making this switch, or could be created down the road?

Question 2.

- (a) How did the Manhattan Landing ad campaign attempt to address BA's problems, and what were the problems it didn't address?
- (b) Now that you've had some experience creating ads, let's put you to the test: Give **TWO** ways in which the ad campaign could have been better executed to avoid these problems.

General Marketing Question

Question 3.

More generally, what are some of the dangers for corporations in focusing on branding (rather than on product-specific or market-specific advertising)?