

Course No: MAN 2303  
Course Title: Marketing  
Date: 28 /03/ 2012  
No. of Questions: 5  
Time: 1 hour  
Using calculator: (NO)

University of Palestine



Midterm Exam  
2<sup>nd</sup> semester 2011/2012  
Total Grade: 20

Lecturer Name: Yousif Alagha

Student No.: \_\_\_\_\_

Student Name: \_\_\_\_\_

College Name: Business &  
Finance Management

Dep. / Specialist: BUSINESS  
Using Dictionary (NO)

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**ALL STUDENTS ARE REQUIRED TO ANSWER THREE QUESTIONS  
COMPULSORY**

**QUESTION ONE:**

1. Define marketing and outline the steps in the marketing process

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2. Analyzing the Current Business Portfolio through Boston Consulting Group  
Approach

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3. List and define the major types of buying decision behavior and the stages in the buyer decision process

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**QUESTION TWO:**

1. Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.

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2. In a small group, conduct a SWOT analysis, develop objectives, and create a marketing strategy for your school, a student organization you might be involved in, or a local business.

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3. Some organizations pursue to gain First-Mover position to develop a sustainable competitive advantage, contrast the advantages and disadvantages of this strategy.

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**QUESTION THREE:**

1. Compare and contrast core beliefs/values and secondary beliefs/values. Provide an example of each and discuss the potential impact marketers have on each.

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2. Describe the three major types of corporate strategies and how the BCG matrix is used to manage those corporate strategies.

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3. Explain the importance of understanding customers and the marketplace and identify the five core marketplace concepts.

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**QUESTION FOUR:**

1. Define and contrast between market segmentation, market targeting, and market positioning

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2. Describe the role of competitive advantage and how Porter's competitive strategies help an organization develop competitive advantage.

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3. Describe the elements of a customer driven marketing strategy and mix and the forces that influence it.

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**QUESTION FIVE:**

1. Explain the key changes in the political and cultural environments.

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2. Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return.

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**END OF QUESTIONS  
GOOD LUCK**