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| Course No: BGMS 2203 Course Title: Marketing Date: 28/03/2011 No. of Questions: (8) Time: 1.00 Hour Using Calculator (No) | University of Palestine  Midterm Exam. 2nd Semester 2010/2011 Total Grade: (20) | Instructor Name: Mr. Abdel Fatah Afifi Student No.: ----- Student Name:----- College Name:----- Dep. / Specialist:----- Using Dictionary: (No) |
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Answer the following questions:

Q1: What is the role of Marketing in a company? (3Points)

Q2: What do we mean when we use the term “Marketing Concept”? (2Points)

Q3: What is the “Marketing Mix?” (1Point)

Q4: What is “relationship marketing?” (2Points)

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Q8: Select (T) for True statements and (F) for the False ones: (5Points)

| No. | Statements | T / F |
|------------|--|--------------|
| 1 | Addressability means the Ability to identify customers before they make a purchase. | |
| 2 | With Distribution Issues, efficiencies reduced. | |
| 3 | Control means the Ability of customers/prospects to determine their information absorption – amount, rate, sequence. | |
| 4 | Attracting and retaining prospect’s attention much more difficult. | |
| 5 | B2B increases uncertainties. | |
| 6 | In product issues, Brand recognition will be more important in marketing of services on the internet. | |
| 7 | In product issues, Customized products with highly competitive pricing also should “win” on the internet. | |
| 8 | In product issues, Customized products with low competitive pricing also should “win” on the internet. | |
| 9 | With distribution Issues, Better supply chain management and relationships. | |
| 10 | With distribution Issues, higher distribution costs lead to better Profitability. | |

Good Luck