

Course No: BGMS 2203 Course Title: Marketing Date: 23 / 05 /2011 No. of Questions: (14) Time: 2:00 Hours Using Calculator (NO)	University of Palestine  Final Exam (I) 2nd Semester 2010/2011 Total Grade:	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: "Marketing is War!", It is a better definition of marketing. Explain briefly?

Q2: Companies often talk about their strategies. What does *strategy* mean?

Q3: What are the characteristics of E-Marketing? And Explain one briefly?

Q4: Make a comparison between Promotion Issues and Pricing Issues?

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Q5: If you are preparing a marketing plan, where’s the best place to look for information about macro trends?

Q6: Compare between: Product, Services, and Brand?

Q7: What are the market segmentation criteria? Differentiate between Demographic and Geographic ones?

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Q8: What are the key benefits of E-Marketing?

Q9: What are the criteria for effective segmentation?

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Q10: The following are Most Common Marketing Errors, Except:

(Select one answer):

1. Failure to keep products/services up-to-date
2. Success to estimate market potential accurately
3. Failure to gauge the trend of the market
4. Failure to appreciate regional differences in market potential and in trend of market

Q11: The following are Most Common Marketing Errors, Except:

(Select one answer):

1. Success to establish the advertising budget based on the job to be done.
2. Failure to adhere to policies established in connection with long-range goals.
3. Failure to test-market new ideas.
4. Failure to differentiate between long-term strategies and short-term tactics Failure to admit defeat.

Q12: Steps of marketing research process:

(Select one answer)

- a. Define the Problem
- b. Forecast market potential
- c. Formulate a Hypothesis
- d. Statement a and b
- e. Statement a and c

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Q13: As you studied Dimensions of Product Quality, Match between dimension and question related:

1	Performance	Is this a name that customers associate with quality? What is the brand's image?
2	Durability	Will each visit to a restaurant result in consistent quality?
3	Conformance with specifications	How well does the washing machine wash clothes?
4	Features	Is the product easy to service? Is the service system efficient, competent, and convenient?
5	Reliability	Does an airline flight offer a movie and dinner?
6	Serviceability	Does the product look and feel like a quality product?
7	Fit and finish	What percentage of the time will a product perform satisfactorily?
8	Brand name	How long will the lawn mower last? What is the incidence of product defects?

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Q14: Select (T) for True statements and (F) for the False ones:

No.	Statements	T / F
1	Addressability means the Ability to identify customers after they make a purchase.	
2	Interactivity means the Customers have the ability to tell you what they want.	
3	In product issues, Products with unique benefits will be successful.	
4	Marketing Mix often does not ignored, Ideas and concepts more difficult to market than intangibles.	
5	we mean by positioning, The act of designing the firm's market offering so that it occupies a distinct and valued place in the minds of its target customers.	
6	Qualitative research answers the question "What?"	
7	we mean by positioning These decisions are related to or grow out of the positioning decision, but they are not positioning, as marketers use the term	
8	we don't mean by positioning The market segment you will target.	
9	we mean by positioning Where on the shelf you hope to have it placed	
10	we mean by positioning, Which stores or channels you'll sell the product in.	
11	horizontal marketplaces Markets that deal with one industry or industry segment .	
12	Geographic Segmentation: dividing consumer groups according to characteristics such as sex, age, income, occupation, education, household size, and stage in the family life cycle.	
13	Psychological pricing to get a customer to respond on an emotional, rather than rational basis , price point perspective.	
14	Good Marketing professionals need to understand the nature, causes, and cures of marketing failures	

Good Luck