

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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Q5: What are the contents of a marketing plan? (3Points)

Q6: What is a SWOT Analysis? (1Points)

Q7: What are the characteristics of E-Marketing? (3Points)

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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