

Course No: MAN 2303  
 Course Title: Principles of Marketing  
 Date: 19/5/2013  
 No. of Questions: (2)  
 Time: 2 Hours  
 Total Grade:

University of Palestine  
  
 Final Exam  
 First Semester 2012/2013


Instructor Name: Najwa Baraka  
 College Name: Information Technology  
 Dep. / Specialist: Management Information Systems  
 Student No.:  
 Student Name:

**Question One: ( 16 Points)**

•Fill the Following Comparisons Table

1	Feature	Benefit
2	Floating advert	Wallpaper advert
3	Keyword	key phrase
4	Tactic in e-marketing	objective in e-marketing
5	Exploratory market research	Descriptive market research
6	Organic search results	Paid search results

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7	CPS	CPC
8	Email header	Email footer

<b>Question Two:</b>	<b>(44 Points)</b>
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- List the steps of the affiliate marketing process
  
  
  
  
  
  
  
  
  
  
- How can Facebook insights help in tracking social media e-marketing campaign?

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- **“The most important measure of a search engine is the quality of its search results.”** Based on this statement, explain the three way relationship between users, search engines and webmasters

- How can you make a digital copy easy to scan?

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- List the four steps of marketing research process

- How Internet change the traditional marketing mix?

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- List in details the three problems of affiliate marketing

- **“Search has become essential to a marketer”** List the reasons of search importance

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- Could E-marketing replace traditional marketing completely? Justify your answer and highlight the relation between e-marketing and traditional marketing

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## Midterm Exam

( 20 Points)

- Explain in details the marketing process steps , highlight the required actions in each step

Best of Luck

"النجاح فى الحياة لا يأتى مصادفة... ولكنه نتيجة تخطيط وجهد، فإن اردت ان تتنبأ بمستقبلك فقم ببنائه الآن... وكل نجاح عظيم بدأت شرارته الأولى بقرار" د.ابراهيم الفقي