

Course No: MAN 2303
Course Title: Marketing
Date: 29/05/2013
No. of Questions: (3)
Time: Two Hours
Using Calculator (No)

University of Palestine



Final Exam
2nd Semester 2012/2013
Total Grade: 60 Marks


Instructor Name: Dr. Mazen Rohmi
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

I. Put (√) or (X) for each of the following statements:

(16 Marks)

1. Internal marketing must precede external marketing. ()
2. Augmented product represents additional services or benefits of the actual product. ()
3. AIDA Model stands for Awareness, Interest, Demand, Action. ()
4. Public health campaigns are set as an example of social marketing. ()
5. Marketing communications alone cannot create positive feelings and purchase for a product. ()
6. The purpose of idea screening is to increase the number of new ideas. ()
7. A firm can obtain new products through acquisition and new-product development. ()
8. Loss leaders are products sold below cost to attract customers in the hope they will buy other items at normal markups. ()
9. Market skimming pricing is a strategy with high initial prices to get the costs incurred swiftly. ()
10. When a company introduces a new brand name in the same product category, it is called co-branding. ()
11. Concentrated marketing targets a major share of a large market. ()
12. Inseparability refers to the fact services are produced and consumed at the same time. ()
13. Advertising is not as persuasive as personal selling. ()
14. Harvest the product means increasing various costs. ()
15. Product mix width is the total number of items the company carries within its product lines. ()
16. Perishability refers to the fact that services cannot be stored for later sale or use. ()

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II. Choose the right answer from a, b, c, d or e :

(19 Marks)

1. In which of the following product life cycle stages, sales are zero and the company's investment costs mount?
 - a. Product development
 - b. Introduction
 - c. Growth
 - d. Maturity

2. Which of the following concepts takes an "outside - in" view of the firm?
 - a. Societal marketing concept
 - b. Value proposition
 - c. Selling concept
 - d. Marketing concept
 - e. Production concept

3. Which one of the following groups is skeptical and adopts innovations only after most of the market has accepted the product?
 - a. Innovators
 - b. Late Majority
 - c. Early Adopters
 - d. Early Majority

4. Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?
 - a. Product line
 - b. Line extension
 - c. Private brand
 - d. Product bandwidth

5. You have an upset stomach. Your brother rushes to the corner store for a medicine. This product falls under which of the following categories?
 - a. Unsought
 - b. Shopping
 - c. Specialty
 - d. Convenience

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6. A marketer has brought same products in the market for all segments without considering the needs and wants of the customers. Which one of the following strategy is being practiced by the marketer?
 - a. Undifferentiated marketing strategy
 - b. Differentiated marketing strategy
 - c. Concentrated marketing strategy
 - d. Custom marketing strategy

7. Demographic segmentation divides the market into groups based on which of the following variables?
 - a. Size, location, industry, customer
 - b. Size, company, industry, technology
 - c. Location, size, occupation, race
 - d. Customer, technology, company, industry

8. Lobbying or building and maintaining relations with legislators and government officials to influence legislation and regulation are part of which one of the following options?
 - a. Business ethics
 - b. Press relations
 - c. Press agencies
 - d. Public relations
 - e. None of the above

9. Expensive Coca-Cola television ads primarily are a type of which of the following advertising?
 - a. Informative advertising
 - b. Comparative advertising
 - c. Persuasive advertising
 - d. Reminder advertising

10. If a food company gives 5 percent discount in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?
 - a. Promotion
 - b. Price
 - c. Product
 - d. Place

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11. What is the definition of marketing?
- coordinating production assembly lines
 - selling products that the company wants to sell
 - the process by which products are developed and produced
 - the process of designing new products and selling them
 - the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return
12. Selling below cost with the intention of punishing a competitor or gaining higher long-term profits by putting competitors out of business is set under _____ pricing strategy.
- predatory
 - deceptive
 - market penetration
 - product bundle
 - None of the above
13. \$49,99 is a figure that viewed as a _____ pricing.
- captive product
 - psychological
 - promotional
 - dynamic
 - discount and allowance
14. To be useful, a market segment must be _____.
- measurable
 - accessible
 - substantial
 - a + b
 - all of the above


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15. Review of the sales, costs and profit projections for a new product to find out whether these factors satisfy the company's objectives comes under which one of the following concepts?
- Business analysis
 - Product development
 - Test marketing
 - Commercialization
 - None of the above
16. Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?
- Personal selling and direct marketing
 - Public relation and publicity
 - E-commerce and e-business
 - Advertising and sales promotion
17. _____ is to reduce demand temporarily or permanently.
- Target marketing
 - Deregulation
 - Demarketing
 - Integration
 - Green marketing
18. Which of the following is **Not** deemed as an approach for segmenting consumer markets?
- Geographic
 - Psychographic
 - Demographic
 - Derived demand
19. A (n) _____ is a name, term, sign, symbol, design, or combination of these, that identifies that maker or seller of a product or service.
- service
 - brand
 - internal marketing
 - external marketing.

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III. Answer the following questions:

(25 Marks)

1. A marketer plays an important role in increasing the sales of an organization. What guiding principles did he follow to become a successful marketer and which skills he needed?

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2. Describe the five elements of the promotion mix?

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3. Distinguish the differences between a company that follows the selling concept and a company that follows the marketing concept?

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4. List at least **Seven** reasons that lead to the failure of new product development?

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5. Illustrate the difference between advertising and propaganda concepts?

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6. What are the risks of promotional pricing?

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7. As a marketing manager, what are the points that you should implement in order to ensure that the socially responsible marketing communications are put into effect?

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