


Course No: MAN 2303  
Course Title: Principles of  
Marketing  
Date: 24/3/2013  
No. of Questions: (3)  
Time: 1 hour  
Total Grade:

University of Palestine  
  
Midterm Exam  
First Semester 2012/2013

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

**Question One:**

**(10 points)**

**Write the key terms for the following definitions**

1. Fresh understandings of customers and the marketplace derived from marketing information that utilized to maintain a powerful CRM
2. Refers to how your website ensures that it can be found via search.
3. The portion of the customer's purchasing that a company gets in its product categories.
4. A profile that a writer creates to embody the characteristics of the target audience for whom the website is developed.
5. The act of obtaining a desired object from someone by offering something in return
6. Refers to how your website capitalizes on social media to make it more shareable and discoverable.
7. The positive outcome for a user that a feature provides
8. The extent to which a product's perceived performance matches a buyer's expectations.
9. Dividing the market into segments of customers
10. Some combination of products, services, information, or experiences offered to a market to satisfy a need or a want

**Question Two:**

**( 10 Points)**

**Mark each statement True (T) or False (F), as appropriate and correct the false ones:**

1. A keyword refers to more than one word used in the search query
2. Marketing has a single goal that is attracting new customers
3. Correct phone numbers and addresses assure the creditability of the company website
4. Market segmentation means selecting which segments the company will serve
5. Large amounts of marketing information is enough for marketers to gain customer insights
6. Title tags are the only way to tell the search engines what the images are in the website
7. The footer of the website includes the logo, navigation menu and the search box
8. A browser compatibility is an example of users ability barriers to access the website content

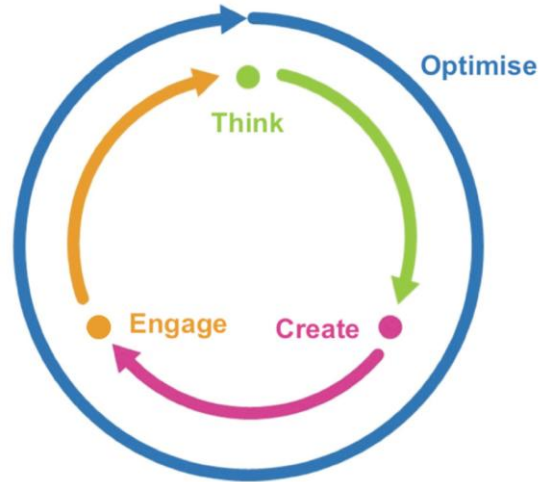


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3. The following figure shows the four phases of e-marketing orientation. Explain these phases and what the output from each phase



4. Which is more important in a marketing web site – its content or its design, justify your answer?

Best of Luck

"Success consists of going from failure to failure without loss of enthusiasm."

**-Winston Churchill**