

Course No: MAN 2303  
Course Title: Marketing  
Date: 23/03/2013  
No. of Questions: (3)  
Time: One Hour  
Using Calculator (No)

University of Palestine



Mid Term Exam  
2<sup>nd</sup> Semester 2012/2013  
Total Grade: 20 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: (5 Marks)**

1. Demarketing is set to reduce demand temporarily or permanently. ( )
2. The purpose of marketing is not to maximize customer satisfaction, but to meet customer needs profitably. ( )
3. The production concept is not useful in today's business environment. ( )
4. The marketing concept holds that consumers will not buy enough of a product unless a company undertakes large-scale selling and promotion efforts. ( )
5. Marketing myopia is focusing only on existing wants and losing sight of underlying consumer needs. ( )
6. Consumers do not perform marketing activities. ( )
7. Smart marketers keep the sole focus of their efforts on the attributes of the products and services that they sell. ( )
8. Laggards are suspicious of changes and adopt new ideas only when they become tradition. ( )
9. The five core customer and marketplace concepts include needs, marketing offers, value, exchanges, and markets. ( )
10. A value proposition is the set of benefits or values a company promises to deliver consumers to satisfy their needs. ( )

**II. Choose the right answer from a, b, c, or d : (6 Marks)**

1. A marketing offer combines products, services, information, or experiences to a market in order to \_\_\_\_\_.
  - a. identify market segment
  - b. satisfy the needs and wants of consumers
  - c. prevent marketing myopia
  - d. ensure maximum profitability
2. Which of the following concepts takes an "inside-out" view of the firm?
  - a. societal marketing concept
  - b. value proposition
  - c. selling concept
  - d. marketing concept

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3. The production concept holds that consumers will favor products that are .....
  - a. available and affordable
  - b. inextricable and fabulous
  - c. unprocurable and inexpensive
  - d. low-priced and fake
  
4. What three considerations should firms balance in setting their marketing strategies?
  - a. company profits, customer wants, distributor demands
  - b. consumer wants, distributor demands, market share
  - c. consumer wants, society interests, media perceptions
  - d. consumer wants, society interests, company profits
  
5. Which of the following best describes customer satisfaction?
  - a. customer satisfaction is an assessment of the overall superiority of a product
  - b. customer satisfaction is the customer's evaluation of the difference between all the benefits and all the costs of a marketing offer
  - c. customer satisfaction is the extent to which a product's performance matches a buyer's expectations
  - d. customer satisfaction is an overall evaluation of the feelings associated with a product
  
6. Which of the following is NOT one of the major developments in the changing marketing landscape?
  - a. the call for more ethics and social responsibility
  - b. rapid globalization
  - c. the new digital age
  - d. rapid changes in human needs

**III. Answer the following questions:**

**(9 Marks)**

1. Define marketing and outline the steps in the marketing process?

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2. Describe the four elements of the marketing mix?

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3. Name the four major factors that influence consumer buyer behavior?

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*End of Questions  
Good Luck*