

Course No: MAN 2303
Course Title: Marketing
Date: 27/05/2013
No. of Questions: (3)
Time: Two Hours
Using Calculator (No)

University of Palestine



Final Exam
2nd Semester 2013/2014
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: (12 Marks)

1. Innovators and laggards represent the beginning and end of the product diffusion process. ()
2. Using promotional techniques to achieve changes in national attitudes and behavior such as cleanliness, reducing drug use and saving water is called social marketing. ()
3. The ultimate goal of most marketing-oriented firms is profitability that results from satisfying customers. ()
4. Market skimming pricing is a strategy with high initial prices to get the costs incurred unhurriedly. ()
5. AIDA stands for Attitudes-Interest-Desire-Action. ()
6. The strategy of increasing sales in present markets with present products is called market penetration. ()
7. Persuasive advertising is as persuasive as personal selling. ()
8. Harvest the product means increasing various costs. ()
9. Marketing is more than selling or advertising. ()
10. A set of individual products that are closely related is a product line. ()
11. Value proposition is the full mix of benefits upon which a brand is positioned. ()
12. Lobbying involves building and maintaining relations with legislators and government officials to influence them. ()

II. Choose the right answer from a, b, c, d or e : (20 Marks)

1. \$29,99 is a figure that viewed as a _____ pricing.
 - a. captive product
 - b. psychological
 - c. promotional
 - d. dynamic
 - e. reference

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2. All of the following are accurate descriptions of modern marketing, **except** which one?
 - a. Marketing is the creation of value for customers.
 - b. Marketing is managing profitable customer relationships.
 - c. Selling and advertising are synonymous with marketing.
 - d. Marketing involves satisfying customers' needs.
 - e. Marketing is used by for-profit and not-for-profit organizations.

3. The task of any business is to _____.
 - a. create customer needs
 - b. differentiate in terms of cost of production
 - c. deliver customer value at a profit
 - d. reduce competition
 - e. communicate similar value as provided by competitors

4. Marketers who target consumers on the basis of their _____ believe that they can influence purchase behavior by appealing to people's inner selves.
 - a. sophistication
 - b. money constrain
 - c. social class
 - d. core values

5. According to the simple five-step model of the marketing process, a company needs to _____ before designing a customer-driven marketing strategy.
 - a. determine how to deliver superior value
 - b. build profitable relationships with customers
 - c. use customer relationship management to create full partnerships with key customers
 - d. understand the marketplace and customer needs and wants
 - e. construct key components of a marketing program

6. What do companies call a set of benefits that they promise to consumers to satisfy their needs?
 - a. market offering
 - b. value proposition
 - c. demand satisfaction
 - d. need proposition

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

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8. Which of the following elements of the marketing communications mix refers to any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor via print, broadcast, network, electronic, and display media?
 - a. Advertising
 - b. Personal Selling
 - c. Sales Promotion
 - d. Direct Marketing
 - e. Public Relations

9. _____ are products sold below cost to attract customers in the hope they will buy other items at normal markups.
 - a. Loss leaders
 - b. Special event pricing
 - c. Cash rebates
 - d. Segmented pricing

10. A marketer targets several different market segments and designs separate offers for each. 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. Micromarketing strategy

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

12. _____ is the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market.
 - a. Positioning
 - b. Valuation
 - c. Pricing
 - d. Commercialization
 - e. Launching

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13. Which of the following elements of the marketing communication mix involves use of mail, telephone, fax, e-mail, or Internet to communicate with or solicit response or dialogue from specific customers and prospects?
- Advertising
 - Personal Selling
 - Sales Promotion
 - Direct Marketing
 - Public Relations
14. 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
 - product bundle
 - None of the above
15. If a marketer decides to segment a market based on neighborhoods, the marketer will have chosen the _____ method of segmentation.
- demographic
 - psychographic
 - geographic
 - cultural
 - behavioral
16. Sarah is the owner of an automobile manufacturing company. She calls for a board meeting and tells her directors that she wants to build a car that lets the users experience power and excitement. She tells them that the car must allow her users to soar from 0-60 mph in about 5 seconds. She also adds in that the price of the car must be affordable enough for anybody making a good salary. In accordance with the given scenario, Sarah is trying to segment the market on the basis of _____.
- occupation
 - family
 - benefits
 - nationality
 - user status

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17. A firm that uses the selling concept takes a(n) _____ approach.
- a. outside-in
 - b. myopic
 - c. inside-out
 - d. societal
 - e. customer service
18. The societal marketing concept seeks to establish a balance between consumer short-run wants and consumer _____.
- a. short-run costs and profits
 - b. short-run ethics
 - c. long-run welfare
 - d. immediate health
19. All of the following are considered to be drawbacks of local marketing **except** _____.
- a. it can drive up manufacturing and marketing costs by reducing economies of scale.
 - b. it can create logistical problems when the company tries to meet varied requirements.
 - c. it can attract unwanted competition.
 - d. it can weak the brand's overall image.
20. A company is practicing _____ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.
- a. micromarketing
 - b. niche marketing
 - c. mass marketing
 - d. none of the above

III. Answer the following questions: (28 Marks)

1. Explain the five stages of product life cycle stages? (10 marks)

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4. Explain how companies use public relations to communicate with their publics.(3 marks)

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5. What is meant by competitive advantage? (2 marks)

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- The following question should be answered **ONLY** by the students who **DID NOT** attend the Mid Term Exam? (20 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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End of Questions