

Course No: MAN 2303
Course Title: Marketing
Date: 27/03/2014
No. of Questions: (2)
Time: One Hour
Using Calculator (No)

University of Palestine

Mid Term Exam
2nd Semester 2013/2014
Total Grade: 20 Marks

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

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

(10 Marks)

1. Which of the following concepts takes an "outside - in" view of the company?
 - a. Value proposition
 - b. Selling concept
 - c. Marketing concept
 - d. Production concept

2. _____ is focusing only on existing wants and losing sight of underlying consumer needs.
 - a. Market segment
 - b. Marketing myopia
 - c. Marketing system
 - d. Demarketing

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. The product concept holds that consumers will favor products that offer _____.
 - a. better quality
 - b. high performance
 - c. a + b
 - d. innovative features
 - e. all of the above

5. 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

6. _____ is to reduce demand temporarily or permanently.
 - a. Target marketing
 - b. Demarketing
 - c. Viral marketing
 - d. Social marketing

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7. 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

8. _____ is a growth strategy increasing sales to current market segments without changing the product.
 - a. Market penetration
 - b. Market development
 - c. Product development
 - d. Diversification

9. A marketing plan should include the following factors EXCEPT _____.
 - a. Budgets and controls
 - b. Current marketing situation
 - c. Irresolute strategy
 - d. Threats and opportunities
 - e. Objective and issues

10. _____ occurs when the consumer notices certain disadvantages of the product purchased or hears favorable things about a product not purchased.
 - a. Post-purchase dissonance
 - b. Dissonance-reducing buying behavior
 - c. Habitual buying behavior
 - d. Variety-seeking buying behavior

II. Answer the following questions:

(10 Marks)

1. What is marketing?

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2. Define marketing strategy.

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3. Define the term " market positioning".

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4. How can the firm offer greater customer value?

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5. The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. List at least **five** out of 8 Ps.

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End of Questions
Good Luck