

Course No: MAN 2303
Course Title: Marketing
Date: 29/03/2014
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: IT
Dep. / Specialist: _____
Using Dictionary (No)

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

(10 Marks)

1. What is the definition of marketing?
 - a. coordinating production assembly lines
 - b. selling products that the company wants to sell
 - c. the process by which products are developed and produced
 - d. the process of designing new products and selling them
 - e. the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return

2. _____ is the arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of the target consumer.
 - a. Market positioning
 - b. Target marketing
 - c. Market segmentation
 - d. Marketing strategy
 - e. None of the above

3. Which of the following concepts takes an "inside - out" view of the firm?
 - a. Societal marketing concept
 - b. Product concept
 - c. Selling concept
 - d. Marketing concept
 - e. Production concept

4. _____ is to reduce demand temporarily or permanently.
 - a. Buzz marketing
 - b. Social marketing
 - c. Marketing system
 - d. Demarketing

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

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6. 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

7. _____ is the extent to which a product's perceived performance matches a buyer's expectations.
 - a. Customer perceived value
 - b. Customer satisfaction
 - c. Customer relationship management
 - d. Product development

8. Which of the following is one of the major developments in the changing marketing landscape?
 - a. the call for more ethics and social responsibility
 - b. globalization
 - c. the new digital age
 - d. not-for-profit marketing
 - e. all of the above

9. 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

10. 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

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II. Answer the following questions: (10 Marks)

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

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2. Explain the four Ps of the marketing mix.

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3. Explain the characteristics affecting consumer behavior.

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4. List the Five stages in the buyer decision process.

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End of Questions