University of Palestine FinalExam 2nd Semester 2014/2015 Total Grade:60

Instructor Name: Mr. Amer Alsalhi Student No.: ______ Student Name: ______ College Name: Business and Finance Administration Dep./Specialist:BusinessAdministration Using Dictionary (No)

Question One:(10Marks)State whether the following statements are true or false:

	Statement	T/F
1.	Strategic planning is the process of creating a short term vision which	
	determine the future operations for the company.	
2.	Marketing Web site is A Web site that engages consumers in interactions	
	that will move them closer to aln-direct purchase.	
3.	Online marketing is the only approach in a fully integrated marketing mix.	
4.	In pure Competition, the market consists of many buyers and sellers trading	
	in a uniform commodity.	
5.	Raw materials cost consider an example for fixed costs.	
6.	Standardization helps a company develop a consistent worldwide image.	
7.	Demographic Segmentation: divides the market into groups based on	
	variables such as age, gender, family size.	
8.	Socially responsible marketing calls for segmentation and targeting that	
	serve just the interests of the company.	
9.	Most companies compete with distant competitors.	
10.	Market follower market share is approximately 20%.	

Question two:(4Marks)**Choose the correct answer :**

1- Suppose the fixed costs for company X = \$300,000, Total Variable cost = \$100,000, the price for its product = \$20 per unit and the company sold 10,000 units. Calculate the Breakeven point?:

a) 10.000	b) 20.000
c) 30.000	d) 0.30

2- The fastest-growing form of direct marketing is:

- a) Telephone Marketing b) Online Marketing
- c) Direct-Mail Marketing d) Catalog Marketing

3- Type of market which consists of many buyers and sellers who trade over a range of prices rather than a single market price:

- a) Monopolistic Competition
- b) Oligopolistic Market.
- c) Pure Competition d) Pure Monopoly
- 4- One of geographical pricing strategies which its Supporters feel that this is the fairest way to assess freight charges:
 - a) Uniform-delivered pricing
- **b**) Zone pricing.
- c) Basing-point pricing
- d) FOB-origin pricing

Question three: Answer all of these questions:

- 1. There are four major online marketing domains, list all of them and explain three? (5Marks)
- 2. The new product development process consist of eight major steps, explain five of them? (5Marks)
- 3. Customer Value-Based Pricing is differ from Cost-Based Pricing, compare between the process for each one by listing the steps for each strategy ? (8Marks)
- 4. list and explain the five product mix pricing situations? (5Marks)
- 5. Direct Marketing offers to buyers and sellers many benefits, list three benefits that can be generated to buyers and three benefits that can be generated to sellers? (6 Marks)
- 6. In your opinion, What are the SWOT analysis for University of Palestine?(mention two points for each letter of SWOT word)?
 (8 Marks)
- 7. How companies can manage their brands? (4 Marks)
- 8. What are the five links of the service profit chain? (5 Marks)

End of Questions Good Luck