

Course No: MGNE 2302
Course Title: Marketing
Date: 24/05/2015
No. of Questions: (3)
Time: 2 hours
Using Calculator (Yes)

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: Business Administration
Using Dictionary (No)

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