


Course No: MGNE 2304
Course Title: Marketing
Date: 07/06/2017
No. of Questions: (4)
Time: Two Hours
Using Calculator (No)

University of Palestine

Final Exam
Second Semester 2016/2017
Total Grade: 50 Marks

Instructors' Names: Dr. Mazen Rohmi,
Mr. Yousef Al agha,
Ms. Fatmaa Al assi
Student's No.: _____
Student's Name: _____
Using Dictionary (No)

I. Put (✓) or (X) for each of the following statements:

(5 Marks)

1.	A company practicing customized marketing would develop a marketing mix for each customer.	()
2.	When a company develops a single marketing mix for an entire market this is called industrial marketing.	()
3.	A penetration pricing policy tries to sell the whole market at one low price.	()
4.	A firm practicing niche marketing seeks to avoid competitors and pursues small market segments.	()
5.	Market penetration means selling new products into new markets.	()


II. Match each marketing terminology in the box with the correct definition.

(5 Marks)

Social marketing - Direct marketing - Interactive marketing - Destination marketing -
Undifferentiated marketing

- _____ targets the whole market with one offer.
- _____ designed to influence individuals' behavior to improve their well-being.
- _____ a non-public, immediate, customized, and interactive promotional tool that includes direct mail, catalogs, telemarketing, and online marketing.
- _____ means that service quality depends heavily on the quality of the buyer-seller interaction during the service encounter.
- _____ promotes a town, city, region, or country in order to increase the number of visitors. It is focusing on convention sales, tourism marketing, and services.

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

(20 Marks)

1. A pricing strategy that includes price differentials based on those costs that vary with distance between the buyer and seller is known as _____.
 - a. geographical pricing
 - b. dynamic pricing
 - c. loss leaders
 - d. psychological pricing


2. The characteristics that formally distinguish services from goods are intangibility, inseparability, _____ and perishability.
 - a. benefits
 - b. variability
 - c. homogeneity
 - d. tangibility

3. The AIDA model of "how advertising works" stands for _____.
 - a. Attention, involvement, demand, action
 - b. Attention, interest, desire, action
 - c. Attention, involvement, demand, awareness
 - d. Attention, interest, decision, action

4. Which of these is the aim of marketing? _____.
 - a. To maximise profits for the business owners
 - b. To develop organizational goals
 - c. To develop mutually beneficial exchange
 - d. To organize the various functions efficiently and effectively

5. The third level of a product that product planners must consider is a (n) _____ that offers additional consumer services and benefits.
 - a. brand equity
 - b. augmented product
 - c. brand extension
 - d. industrial product

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6. A 'Pull' promotional strategy involves _____.
- obtaining a client's consent to use a specific advert
 - encouraging retailers to stock your product
 - encouraging media owners to place your advert
 - communicating directly to consumers
7. In the last few years, the consumers have been encouraged to use reusable bags, for their groceries and other goods. This practice, which seeks to minimize the negative impact of plastic bags on society, is an example of _____.
- societal market orientation.
 - production orientation
 - sales orientation
 - market orientation
8. Vouchers and coupons that offer consumers a discounted price on a product or service could be best described as a/n _____ strategy.
- advertising
 - public relations
 - sales promotion
 - integrated marketing communications
9. In marketing, 'process' refers to the systems used _____.
- to create a product offering
 - to communicate a product offering
 - to deliver a product offering
 - to exchange a product offering
 - all of the above
10. To be useful, a market segment must be measurable, _____, substantial, and accessible.
- actionable
 - differentiable
 - appropriate
 - a + b
 - None of the above

