

Course No: MGNE 2304
Course Title: Marketing
Date: 16/03/2017
No. of Questions: (3)
Time: One Hour
Using Calculator (No)

University of Palestine



First Mid Exam
2nd Semester 2016/2017
Total Grade: 15 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	Marketing myopia is focusing only on existing wants and losing sight of underlying consumer needs.	()
2	According to the text, marketing means selling or advertising.	()
3	Customer satisfaction is the extent to which a firm's fulfills a consumer's needs, desires and expectations.	()
4	Market development is a growth strategy that offers new or modified products to existing market segments.	()
5	Adding value means looking at the total product or service from the customer's perspective.	()
6	Market positioning sets the way in which the target market perceives the product in comparison to competitors.	()
7	Market segment is any location or medium used to conduct an exchange.	()
8	Social marketing concept focuses on identifying and satisfying consumer needs to ensure an organization's long-term profitability.	()
9	Return on marketing investment is the net return from a marketing investment divided by the costs of the marketing investment.	()
10	Lifetime value of a customer is the potential profit a single customer's purchase of a firm's products generates over the customer's lifetime.	()

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

(5 Marks)

1. According to the five-step model of the marketing process, a company should _____ before designing a customer-driven marketing strategy.
 - a. determine how to deliver superior value to customers
 - b. build profitable relationships with customers
 - c. use customer relationship management to create full partnerships with key customers
 - d. understand the marketplace and customer needs and wants

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

 3. Which of the following may be part of a typical marketing plan?
 - a. A detailed description of the marketing mix to be offered.
 - b. A description of the resources required to carry out the plan.
 - c. Expected results of the plan.
 - d. Control procedures
 - e. All of the above

 4. _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.
 - a. Research
 - b. Manufacturing
 - c. Production
 - d. Marketing
 - e. Innovation

 5. When backed by buying power, wants become _____.
 - a. demands
 - b. social needs
 - c. physical needs
 - d. self – esteem needs
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