


Course No: MGNE 2304
Course Title: Marketing
Date:30/05/2018
No. of Questions: (3)
Time: Two Hours
Using Calculator (No)

University of Palestine

Final Exam
Second Semester 2017/2018
Total Grade: 50 Marks

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


I. Put (√) or (X) for each of the following statements: (12 Marks)

1.	When backed by buying power, wants become demands.	()
2.	Losing a customer means losing more than a single sale.	()
3.	Dissonance-reducing behavior occurs under conditions of low involvement and little significant brand difference	()
4.	Advertising is the use of unpaid media by a seller to inform, persuade, and remind buyers about its products or its organization.	()
5.	Different types of customers require different customer relationship management strategies.	()
6.	To design a winning marketing strategy, the company must first decide whom it will serve.	()
7.	In a growth stage, the product's sales slowdown and profits stabilize.	()
8.	Each product has a life cycle marked by a changing set of problems and opportunities.	()
9.	In return for creating value for targeted customers, the company captures value from customers in the form of profits and customer equity.	()
10.	Concentrated marketing (or niche marketing) involves focusing on one or a few market segments only.	()
11.	Psychological pricing sets where the company sells a product at two or more prices to accommodate different customers, product forms, locations, or times.	()
12.	The brand's full positioning is called its value proposition.	()

II. Choose the right answer from a, b, c, d or e : (8 Marks)

1. Consumer buying behavior is influenced by the following major psychological factors **except** _____.
- a. motivation
 - b. perception
 - c. learning
 - d. beliefs and attitudes.
 - e. Idiocy

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2. Public relations department is used to promote _____.
 - a. products and people
 - b. places and ideas
 - c. organizations and nations
 - d. all of the above
 - e. a + b


 3. Purchasing a furniture or clothing is categorized as _____ products.
 - a. specialty
 - b. convenience
 - c. consumer
 - d. shopping

 4. _____ is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations.
 - a. Micromarketing
 - b. Local Marketing
 - c. Internal Marketing
 - d. Digital Marketing

 5. Service _____ means that the quality of services depends on who provides them as well as when, where, and how they are provided.
 - a. variability
 - b. perishability
 - c. inseparability
 - d. intangibility

 6. Temporarily pricing products below the list price, and sometimes even below cost, to increase short-run sales are considered as _____ pricing.
 - a. captive
 - b. promotional
 - c. international
 - d. optional product

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7. _____ is the most effective method at certain stages of the buying process, particularly in building buyers' preferences, convictions, and actions and developing customer relationships.
- Sales promotion
 - Advertising
 - Personal selling
 - Direct marketing
8. A marketing plan should include the following factors **except** _____.
- budgets and controls
 - current marketing situation
 - irresolute strategy
 - threats and opportunities
 - objective and issues

Answer **Only Five** of the following questions:

(30 Marks)

- Define the following concepts: social marketing – demarketing – place marketing.
- Marketing has been criticized because it “makes people buy things they don't really need.” Refute or support this accusation.
- Compare between market skimming pricing and market penetration pricing.
- Why do products enter the decline stage of the product life cycle? Discuss marketers' options at this stage.
- Define product and the major classifications of products and services.
- What are the characteristics that should be set once selecting or choosing a brand name?
- Illustrate the casuses that lead to the breakdown of new products?
- What are the five different marketing management orientations?
- Read the following case study, then answer the questions: Restaurants Try to Serve Appetizing Deals

When the economy falters, consumers naturally tighten their belts. They drive fewer miles, make smaller purchases, and eat out less often. None of this is good news for the restaurant industry, which serves more than 70 billion meals each year and employs more than 13 million workers in USA. But restaurant owners and marketers are familiar with the concept of making lemonade when handed lemons. So, when times are tough, many come up with ways to attract diners to their tables.

Food costs might be high, but instead of raising prices, some restaurant owners adjust their menus. Filet mignon is replaced by less expensive cuts of meat—and the savings can then be passed along to consumers. At the 200 East in Chicago, house specials on chicken—instead of

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veal and beef—have become the new norm. Offering promotions such as a three-course meal for \$29, free beverages, or early-bird specials has become more popular for many restaurants. “I see how people are these days,” says Carmine Marzano, owner of Luigino in Washington, D.C. “They are saving pennies everywhere they can. I try to be good to them, and hopefully they will be good to me and come back again.”

Another strategy is reducing waste as much as possible. When it comes to chicken, that means being creative enough to find ways to economize. “You just have to know how to use the whole bird,” says Equinox restaurateur Ellen Kassoff-Gray. “We told our staff, ‘save money.’” At Equinox, located in Washington, D.C., the chef not only uses the white breast meat of the chicken but also makes a chicken salad. The legs are roasted for staff meals. The bones go into chicken stock for soups and gravy. In addition, restaurants make a bigger effort to make sure perishable items are used quickly and not thrown in the trash. “We’re very focused on rotating our product through the facility quickly—not letting things sit on the shelves,” says Paul Baldasaro, owner of the Buckhead Life Restaurant Group in Atlanta. “Ultimately, it ends up being better for our guests.”

Most restaurant owners are sensitive to the wallets of their customers, but it is also a good marketing strategy. At Equinox, waiters routinely suggest that customers order a few side items or appetizers as a meal instead of show off on an expensive entrée.

Restaurants that can afford to serve moderately priced meals still have an opportunity to reel in the customers. Pepe’s Mexican Grill in Arizona is one such eatery. “It is upscale Mexican food at lower prices,” says owner Oscar Lee. “It isn’t fast food, but it is good foodfast.” Pepe’s serves fresh food, mostly on a takeout basis, thereby saving on the expense of a waitstaff and a large space for seating.

The savings are passed along to customers. But some restaurants are sticking to their original marketing strategy, intending to distinguish themselves from the competition in other ways. There’s no reason to cut portions, argues Paul Baldasaro of Buckhead Life. “There’s no reason to cut quality if you want to stay in business. The customer is very savvy. Our guests would know if they came in one of our restaurants and we changed something.” Instead, Buckhead Life offers promotions like the three course *prix fixe* dinner for those patrons who are interested, and it has stuck to its regular menu pricing in general. In fact, every restaurant owner knows that temporary cost- and price-cutting measures only work for the short term; over the long term, it is creativity— with menu choices, recipes, food quality, and service—that counts.

Questions

1. In addition to those described, discuss other pricing promotions restaurants might offer to attract customers.
2. How do you think the price–quality relationship affects the restaurant industry?

