

Course No: MGNE 2304  
Course Title: Marketing  
Date: 15 /03/2018  
No. of Questions: (3)  
Time: One Hour  
Using Calculator (No)

University of Palestine



First Mid Exam  
2<sup>nd</sup> Semester 2017/2018  
Total Grade: 15 Marks

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

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

(5 Marks)

1	Marketers should consider the benefits and experiences desired by their customers, and not just pay attention to the specific products they offer.	( )
2	The ultimate aim of customer relationship management (CRM) is to produce customer equity.	( )
3	Selling is managing profitable customer relationships.	( )
4	The marketing mix includes production, price, promotion, and packaging; this is known as the four Ps of marketing.	( )
5	The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interests.	( )
6	Online marketing is currently the fastest-growing form of marketing.	( )
7	Demarketing is a marketing philosophy focused upon product differentiation and positioning.	( )
8	Market penetration is a growth strategy increasing sales to current market segments without changing the product.	( )
9	Downsizing is the reduction of the business portfolio by eliminating products or business units that are not profitable.	( )
10	Return on marketing investment (ROI) is difficult to be measured.	( )

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

(6 Marks)

- All of the following are accurate descriptions of modern marketing, **except** which one \_\_\_\_\_.
  - Marketing is the creation of value for customers.
  - Marketing is managing profitable customer relationships.
  - Selling and advertising are synonymous with marketing.
  - Marketing involves satisfying customers' needs.
  - Marketing is used by for-profit and not-for-profit organizations

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2. Which of the following concepts takes an "outside- in" view of the firm? \_\_\_\_\_.
- societal marketing concept
  - production concept
  - marketing concept
  - selling concept
3. When backed by buying power, wants become \_\_\_\_\_.
- social needs
  - physical needs
  - self – esteem needs
  - demands
4. What do companies call a set of benefits that they promise to consumers to satisfy their needs? \_\_\_\_\_.
- Value proposition
  - Demand satisfaction
  - Market share
  - Market offering
5. Selecting which segments of a population of customers to serve is called \_\_\_\_\_.
- target marketing
  - customization
  - positioning
  - market segmentation
6. Which customer question is answered by a company's value proposition? \_\_\_\_\_.
- "Why should I buy your brand rather than a competitor's?"
  - "How does your brand benefit me and society?"
  - "What are the costs and benefits of your brand?"
  - "What kind of experience will I have with products and services associated with this brand?"
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