

Course No: MGNE 2304  
Course Title: Marketing  
Date: 21 /04/2018  
No. of Questions: (3)  
Time: One Hour  
Using Calculator (No)

University of Palestine



Second 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	Differentiated marketing targets the whole market with one offer.	( )
2	The larger the gap between expectation and performance, the greater the consumer's dissatisfaction is.	( )
3	Post-purchase dissonance occurs when the consumer hears favorable things about a product not purchased.	( )
4	Sellers should promise only what their brands can deliver so that buyers are satisfied.	( )
5	Consumers undertake habitual buying behavior when they are highly involved in a purchase and perceive significant differences among brands.	( )
6	Word-of-mouth influence can have a powerful impact on consumer buying behavior.	( )
7	Buzz marketing involves creating opinion leaders to serve as brand ambassadors who spread the word about a company's products.	( )
8	Products are made in factories, but brands happen in the minds of consumers.	( )
9	Micromarketing includes local marketing and individual marketing.	( )
10	Niche marketing has also been labeled mass customization.	( )

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

**(5 Marks)**

1. All of the following are major elements of a customer-driven marketing strategy **except** \_\_\_\_\_.
- a. market segmentation
  - b. targeting
  - c. differentiation
  - d. convenience products
  - e. positioning

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2. \_\_\_\_\_ involves focusing on one or a few market segments only.
    - a. Mass marketing
    - b. Micromarketing
    - c. Concentrated marketing
    - d. Undifferentiated marketing
  
  3. Consumer buyer behavior is influenced by which of the following key sets of buyer characteristics. \_\_\_\_\_.
    - a. Cultural
    - b. Social
    - c. Personal
    - d. Psychological
    - e. All of the above
  
  4. Marketers often try to bring their new products to the attention of potential \_\_\_\_\_, especially those who are opinion leaders.
    - a. early adopters
    - b. early majority
    - c. late majority
    - d. laggards
  
  5. For having effective segmentation, the market segment must be \_\_\_\_\_.
    - a. measurable, accessible, actionable and substantial
    - b. measurable, differentiable, feeble, and accessible
    - c. measurable, actionable, differentiable, and unavailable
    - d. measurable, ineffectual, actionable and substantial

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III. Answer *Only Two* of the following questions:

(5 Marks)

1. What are benefits and challenges of local marketing?
2. Illustrate Maslow's hierarchy of needs.
3. Explain the stages in the buyer decision process.
4. Describe the adoption process for new products.

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*End of Questions*  
*GOOD LUCK*