

Course No: MGNE 2304
Course Title: Marketing
Date: 30/05/2019
No. of Questions: (9)
Using Calculator (No)

University of Palestine



Final Exam

Student No.: _____
Student Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

Dear Student:

- 1-Please fill all the required information about you on the questions paper**
- 2-Please answer all question in this paper**

Choose the correct answer (choose only one answer) insert the answer in the box below. (5 Marks)

Question	1	2	3	4	5
Answer					

1- What Elements in the Communication Process?

- a) Sender, encoding; media; decoding; receiver; response; feedback
- b) decoding; encoding; response; feedback; media
- c) feedback; response; place; promotion; marketing research
- d) product; price; place; promotion; public relations
- e) response; price; place; promotion; feedback

2- Hofstede's model is concerned with?

- a) product; price; place; promotion; public relations
- b) individualism
- c) providing the best goods and services at the most economical price
- d) cash dog; cash cow; star; question mark
- e) None of above

3- What is considered a Layer of culture?

- a) national culture
- b) industry culture
- c) company culture
- d) individual behaviour
- e) all of above

4- AIDA Model is concerned with?

- a) get attention
- b) hold interest
- c) arouse desire
- d) obtain action
- e) all of above

5- which of the following is used by mangers in setting the total promotion budget?

- a) competitive-parity method
- b) promotion mix
- c) pull promotional strategy
- d) a and b
- e) none of above

6- Define the Promotion Mix and all its 5 elements (10 Marks)

1. _____
2. _____
3. _____
4. _____
5. _____

7- List the six Steps in Developing Effective Marketing Communication (10 Marks)

6. _____
7. _____
8. _____
9. _____
10. _____
11. _____

8- List the three types of message content with appropriate example for each one (10 Marks)

1. _____

Example: _____

2. _____

Example: _____

3. _____

Example: _____

9- List the eight elements of any culture that are generally accepted. (10 Marks)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

End of questions