

Course No: MGNE 2304
Course Title: Marketing
Date:14/03/2019
No. of Questions: (8)
Using Calculator (No)

University of Palestine



First Midterm Exam
Second semester 2018/2019

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 best describes the marketing mix?

- a) product; price; place; promotion
- b) product; price; place; promotion; sales forecasting; marketing research
- c) product; price; place; promotion; segmentation; targeting
- d) product; price; place; promotion; public relations
- e) product; price; place; promotion; buyer behaviour

2- The company's macro-environment is made up of four out of five of the following. Which one is not part of a company's macro-environment?

- a) political factors
- b) socio-cultural factors
- c) competitive factors
- d) economic factors
- e) technological factors

3- What phrase best describes relationship marketing?

- a) reciprocal trading in terms of buying and selling from each other's' companies
- b) contacts with customers over time rather than over single transactions
- c) a small number of customers to whom the best standard of customer care is given
- d) quality products delivered exactly when required
- e) single sourcing as opposed to multiple sourcing

4- What definition best describes the function of marketing?

- a) Providing the best goods and services at the most economical price
- b) Identifying, anticipating and satisfying customer requirements profitably
- c) Anticipating consumer needs through marketing research
- d) Profitable sales volume through meeting the needs of customers
- e) Building long term relationships with regular customers

5- Which of the following terms correctly describes each of the four boxes of the Boston Consulting Group (BCG) matrix?

- a) star; cash cow; dog; war horse
- b) dodo; question mark; star; cash cow
- c) war horse; star; question mark; dog; cash cow
- d) cash dog; cash cow; star; question mark
- e) star; question mark; cash cow; dog

6- Define *marketing* and outline the steps in the marketing process. (2.5 Marks)

7- Using examples, discuss the importance of the marketing environment to the marketing manager. (2.5 Marks)

8- Briefly discuss the contents of a marketing plan. (5 Marks)

End of questions