

**Course No: MGNE 2304**  
**Course Title: Marketing**  
**Date:18/04/2019**  
**No. of Questions: (8)**  
**Using Calculator (No)**

**University of Palestine**



**Second Midterm Exam**  
**2019-2018**

**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)**

<b>Question</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Answer</b>					

**Q1- When a firm tries to increase sales by selling its present products in new markets, this is called:**

- a) Market penetration
- b) Market development
- c) Product development
- d) Diversification
- e) Market integration

**Q2- Under the DCG growth-share matrix low -growth, high-share businesses or products are called:**

- a) Star.
- b) cash cows.
- c) Question marks.
- d) Dogs.

**Q3- The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called:**

- a) Marketing strategy.
- b) Marketing control.
- c) Marketing analysis.
- d) Marketing implementation.

**Q4- Which of the following a component of the marketing plan**

- a) Executive summary
- b) SWOT analysis
- c) Marketing strategies
- d) Marketing implementation
- e) All of above

**Q5- Rising promotion costs and shrinking profit margins are the result of \_\_\_\_\_.**

- a. changing technology
- b. globalization
- c. deregulation
- d. privatization
- e. heightened competition

**Q6- List seven characteristics of a good marketing plan.**

- 1 \_\_\_\_\_.
- 2 \_\_\_\_\_.
- 3 \_\_\_\_\_.
- 4 \_\_\_\_\_.
- 5 \_\_\_\_\_.
- 6 \_\_\_\_\_.
- 7 \_\_\_\_\_.

**Q7- What is the three stages of the marketing Control?**

- 1 \_\_\_\_\_.
- 2 \_\_\_\_\_.
- 3 \_\_\_\_\_.

**Q8- Identify five different Sales Channels.**

- 1 \_\_\_\_\_.
- 2 \_\_\_\_\_.
- 3 \_\_\_\_\_.
- 4 \_\_\_\_\_.
- 5 \_\_\_\_\_.

**End of questions**