

Course No: MGNE 2302
 Course Title: Marketing
 Date: 30/03/2015
 No. of Questions: (3)
 Time: 1 hours
 Using Calculator (NO)

University of Palestine

 Midterm Exam
 2nd Semester
 2014/2015
 Total Grade:20

Instructor Name: Mr. Amer Alsalhi
 Student No.: _____
 Student Name: _____
 College Name: Business and Finance
 Administration
 Dep./Specialist: Business Administration
 Using Dictionary (No)

Question One:(2 Marks)

State whether the following statements are true or false:

	statement	T/F
1.	Needs are a part of wants and dependent on the wants themselves.	
2.	Production Concept holds that consumers will favor products that offer the most in quality, performance, and innovative features.	
3.	Bad competitors are break the rules and try to buy share rather than earn it.	
4.	Companies should balance three considerations in setting their marketing strategies. These considerations are company, consumers and suppliers.	

Question two:(2 Marks)

Choose the correct answer :

1- One of concepts for designing customer driven strategy that aims to find the right products for target customers:

- a) Societal Concept
- b) Product concept.
- c) Selling concept
- d) None of them

2- The major variables that might be used in segmenting consumer markets are:

- a) Geographic segmentation
- b) Behavioral segmentation
- c) Gender segmentation
- d) A+B
- e) All of them

3- To ensure effective segmentation, market segments should be:

- a) Accessible
- b) Substantial.
- c) Differentiable
- d) Communicable
- e) A+B+C
- f) All of them

4- A strategy of targeting a large share of one or a few segments:

- a) Differentiated marketing
- b) Concentrated marketing.
- c) Undifferentiated marketing
- d) Micromarketing
- e) All of them
- f) None of them

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Question three: Answer all of these questions:

**1- What are the steps of strategic planning?
(4 Marks)**

- a)
- b)
- c)
- d)

**2- The differentiation and positioning task consist of four steps. List them?
(4 Marks)**

- a)
- b)
- c)
- d)

**3- How we can design a competitive intelligence system?
(4 Marks)**

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4- There are four basic competitive strategies, three winning strategies and one losing strategy. List the four strategies and explain two of winning strategies? (4 Marks)

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End of Questions
Good Luck