


Course No: MAN 2303
Course Title: Principles of
Marketing
Date: 18/9/2014
No. of Questions: (3)
Time: 2 hours
Total Grade:

University of Palestine

Final Exam
Summer Semester 2013/2014

Instructor Name: Najwa Baraka
College Name: Information
Technology
Dep. / Specialist: Management
Information Systems
Student No.:
Student Name:

Question One:

(10 points)

Write the key terms for the following definitions

1. A partner who helps manages your email design, send, receive, and store email.
2. Refers to how your website ensures that it can be found via search.
3. A profile that a writer creates to embody the characteristics of the target audience for whom the website is developed.
4. The promoting of brands using all forms of digital advertising.
5. Refers to how your website capitalizes on social media to make it more shareable and discoverable.
6. The positive outcome for a user that a feature provides
7. The set of marketing tools the firm uses to implement its marketing strategy.
8. Dividing the market into segments of customers
9. Some combination of products, services, information, or experiences offered to a market to satisfy a need or a want
10. Metrics that indicate how well you are performing.


Question Two:

(10 Points)

Mark each statement True (T) or False (F), as appropriate

1. Newsletters is a retention based emails
2. A keyword refers to more than one word used in the search query
3. Marketing has a single goal that is attracting new customers
4. Correct phone numbers and addresses assure the creditability of the company website
5. Market segmentation means selecting which segments the company will serve
6. Title tags are the only way to tell the search engines what the images are in the website
7. The footer of the website includes the logo, navigation menu and the search box
8. A browser compatibility is an example of users ability barriers to access the website content
9. Website layout can make the content of the website easy to scan only
10. In world of business ,value propositions differentiate one brand from another

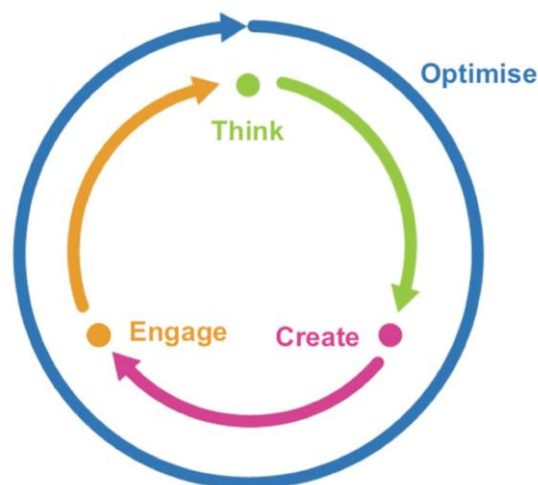
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3. What is the marketing mix, List and Explain its tools and Discuss how internet affect it

4. The following figure shows the four phases of e-marketing orientation. Explain these phases and what the output from each phase



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5. List the website core considerations

6. Which is more important in a marketing web site – its content or its design, justify your answer?

7. List the reasons why email marketing is powerful

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8. Draw the effective digital content-logic pyramid

9. **List** and **Explain** all the phases of marketing process

Best of Luck

"Success consists of going from failure to failure without loss of enthusiasm."

-Winston Churchill