

200

90%

2 Bis

2019

Tanta University
Faculty of Commerce
BIS Division

2nd. Level

Mid Term Exam
Course: Marketing
2019

Answer the following questions:

Question One:

Define the following concepts:

1. The Societal Marketing Concept.
2. Causal Research.
3. Sampling Plan.

Question Two:

Comment on the following statements:

1. Organization should be considered as a system, and marketing is a subsystem of the organization.
2. Differences are apparent between MIS, Mark.IS, and MR.
3. The research design must specify the secondary data to collect, and how they will be collected.

Best of Luck

Tanta University
Faculty of Commerce
BIS Division

2nd Level

Final Exam
Course: Marketing
Jan.2019

Answer the following questions:

Question One:

Define the following concepts

1. Capturing Value from Customers.
2. Causal Research.
3. A Culture.
4. Undifferentiated Marketing.
5. Positioning.

Question Two:

Comment on the following statements:

1. The research design must specify the primary data to collect, and how they will be collected.
2. Marketers should study the psychological factors which influence the consumer behavior.
3. Consumers go through certain stages in the process of adopting a new product.
4. There are two types of markets, and marketers rely on major variables for segmenting both types of markets.
5. There are several requirements for effective segmentation.
6. It is essential for organizations to design their distribution channels in different ways to make their products and services available to target markets.

Best of Luck

SECTION (1)

Model (B)

2020

2Bis *أحمد محمد*

Tanta University
Faculty of Commerce
BIS Division

2nd Level

Final Exam
Course: Marketing
Jan.2020

Answer the following questions:

Question One:

Define the following concepts:

1. Green Marketing.
2. Exploratory Research.
3. A Culture.
4. Differentiated Marketing.
5. Market Segmentation.
6. Product Positioning.

Question Two:

Comment on the following statements:

1. The research design must specify the primary data to collect, and how they will be collected.
2. Marketers should study the personal factors which influence the consumer behavior.
3. Buyers go through certain stages in order to carry out purchasing decision.
4. There are three types of markets, and marketers rely on major variables for segmenting these types of markets.
5. There are several requirements for effective segmentation.
6. It is essential for organizations to design their distribution channels in different ways to make their products and services available to target markets.

Best of Luck

Tanta University
Faculty of Commerce
Business Department

Marketing Management
Final Exam
BIS

Time: 3 hours
Date: 2017
Grade 2

SECTION (1)

Model (B)

1. Electron Corp. purchased Proton Corp. by buying all of its assets and ownership equity. This is an example of a(n) _____.
A) New product development B) acquisition C) joint venture D) integration
2. Which of the following is a common reason for new product failure?
A) Incorrect estimation of the market size B) low product development costs
C) Ineffective social marketing campaigns D) patent ownership exclusively
3. A firm can obtain new products through acquisition or new product development efforts. A) True B) False
4. Acquisition involves the purchase of a whole company, a patent, or a license to produce someone else's product. A) True B) False
5. 10) New product development starts with _____.
A) Concept development B) idea screening C) idea generation D) concept testing
6. When amazon go introduce its new service early 2017, it is considered _____.
A) R&D B) commercialization C) Marketing testing D) concept testing
7. BMW is currently testing its amazing fully self-driving car, it is considered _____.
A) R&D B) commercialization C) Marketing testing D) concept testing
8. A) R&D B) commercialization C) Marketing testing D) concept testing
9. Which of the following is an internal source for new product ideas?
A) Competitors B) company executives C) trade magazines D) Agencies
10. Which of the following is an external source for ideas?
A) Project managers B) engineers C) salespeople D) suppliers
11. A detailed version of a new idea stated in meaningful customer terms is called a product _____. A) solution B) concept C) image D) proposal
12. Which of the following groups do marketers involve for the process of concept testing new products? A) suppliers B) employees C) target consumers
13. A review of the sales, costs, and profit projections for a new product to find out whether they satisfy the company's objectives is called a _____.
A) business feasibility plan B) marketing strategy development
C) business analysis D) business proposal
14. Which stage in the product life cycle is characterized by rapid market acceptance and increasing profits? A) introduction B) maturity C) growth
15. _____ is the product life cycle period when sales fall off and profits drop.
A) Introduction B) Growth C) Maturity D) Decline
16. Apple's iPod has been called "one of the greatest consumer electronics hits of all time." iPods have been sold in huge numbers, and Apple captures a large share of the music player market. This success has attracted many large, resourceful competitors. The iPod is in the _____ stage of the product life cycle.
A) Introduction B) growth C) maturity D) decline
17. Product planners need to consider products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, "What is the buyer really buying?"
A) an actual product B) an augmented product C) core customer value
18. A company that uses well-known celebrities to help sell its products is using person marketing. A) True B) False

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SECTION (2)

1. What product or service did you select to apply the marketing plan with your Team in the class? (1 mark)
2. What is the importance of logistics companies (i.e. DHL) for its customers? (4 marks)
3. Read the following case study and answer the questions (5 marks)

In 1936, Toyota admitted following Chrysler's landmark Airflow and patterning its engine after a 1933 Chevrolet engine. But by 2000, when it introduced the first hybrid electric-gasoline car, the Prius, Toyota was the leader. In 2002, when the second-generation Prius hit showrooms, dealers received 10,000 orders before the car was even available. GM followed with an announcement that it would enter the hybrid market with models of its own. Toyota offers a full line of cars for the U.S. market, from family sedans and sport utility vehicles to trucks and minivans. It has products for different price points, from lower-cost Scions to mid-priced Camrys to the luxury Lexus. Designing these different products means listening to different customers, building the cars they want, and then crafting marketing to reinforce each make's image.

After four years of carefully listening to teens, for instance, Toyota learned that the Scion's target age group of 16- to 21-year-olds wanted personalization. So it builds the car "mono-spec" at the factory, with just one well equipped trim level, and lets customers choose from over 40 customization elements at dealerships, from stereo components to wheels and even floor mats. Toyota markets the Scion at music events and has showrooms where "young people feel comfortable hanging out and not a place where they just go star at a car," said Scion Vice President Jim Letz. In contrast, the tagline for the Lexus global strategy is "Passionate Pursuit of Perfection." Dealerships offer white-glove treatment, though Toyota understands that each country defines perfection differently. In the United States, perfection and luxury mean comfort, size, and dependability. In Europe, luxury means attention to detail and brand heritage. Thus, although Toyota maintains a consistent Lexus visual vocabulary, logo, font, and overall communication, the advertising varies by country.

Another big reason behind Toyota's success is its manufacturing. The firm is the master of lean manufacturing and continuous improvement. Its plants can make as many as eight different models at the same time, bringing huge increases in productivity and market responsiveness. And Toyota relentlessly innovates. A typical Toyota assembly line makes thousands of operational changes in the course of a single year. Toyota employees see their purpose as threefold: making cars, making cars better, and teaching everyone how to make cars better. The company encourages problem solving, always looking to improve the process by which it improves all other processes.

Toyota is integrating its assembly plants around the world into a single giant

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