



**EXAM**

1. Core marketing concepts are: (3p)
  - a. value, satisfaction and quality
  - b. value and amortization
  - c. satisfaction and cash flow
  - d. quality and job description.
2. The aim of marketing is to make selling: (3p)
  - a. unpredictable
  - b. superfluous
  - c. extremely complex
  - d. redundant.
3. The societal marketing concept focuses on: (3p)
  - a. manufacturing
  - b. society's well being
  - c. cost structure
  - d. inbound logistics.
4. One of the components of the microenvironment of the organization is: (3p)
  - a. natural environment
  - b. technology factors
  - c. organizational structure
  - d. marketing intermediaries.
5. Behavioral segmentation divides buyers based on: (3p)
  - a. attitudes
  - b. demographic characteristics
  - c. geographical location
  - d. economic market factors.
6. The buyers who share common needs or characteristics and that a company decides to serve represent: (3p)
  - a. a target market
  - b. a product portfolio
  - c. satisfied customers
  - d. loyal customers.



7. A company that decides to target several market segments and designs separate offers for each segment applies the following strategy: (3p)
- concentrated marketing
  - undifferentiated marketing
  - differentiated marketing
  - mass marketing.
8. The amount by which revenues from a given customer over time will exceed the costs entailed by attracting, selling and serving that customer represents: (3p)
- customer lifetime value
  - customer satisfaction
  - customer focus
  - client service.
9. The marketing that involves creating, maintaining and enhancing strong relationships with customers and other stakeholders is called: (3p)
- transactional marketing
  - professional selling
  - relationship marketing
  - internal marketing.
10. The process of comparing the company's products and processes to those of competitors in other industries in order to find ways to improve quality and performance is called: (3p)
- benchmarking
  - experiment
  - product design
  - personal training.
11. The place the product occupies in customers' minds relative to competing products is called: (3p)
- positioning
  - market share
  - awareness
  - profitability.



12. A convenience product is: (3p)
- usually used over an extended period of time and survives many uses
  - bought by customers usually, frequently and with minimal effort
  - compared by customer with other products, in the selection process, based on suitability, quality, price and style
  - bought by organizations for further processing or for use in conducting a business.
13. Industrial products such as installations and accessory equipment are: (3p)
- raw materials
  - parts
  - business services
  - capital items.
14. A name, term, sign, symbol or design or a combination of these, intended to identify the goods or services of a company and to differentiate them from those of the competitors is: (3p)
- a brand
  - a label
  - a gingle
  - a marketing channel.
15. The brand strategy according to which the firm makes its company name the dominant brand identity across all its products is: (3p)
- multibrand
  - individual brand strategy
  - ingredient branding
  - corporate brand strategy.
16. Increasing the product line by adding more items within the present range is: (3p)
- product mix
  - line filling
  - product growth
  - line pruning.



17. In the new product development process, identification of good ideas and dropping of poor ideas are achieved in the following stage: (3p)
- idea screening
  - idea generation
  - concept development and testing
  - business analysis.
18. During its lifecycle of a product , the stage in which sales start climbing quickly is: (3p)
- the introduction stage
  - the maturity stage
  - the decline stage
  - the growth stage.
19. Pricing that allows for differences in customers, products and locations is: (3p)
- skimming pricing
  - discounted pricing
  - segmented pricing
  - optional-product pricing.
20. A set of interdependent organizations involved in the process of making a product or service available for use or consumption is: (3p)
- reverse distribution
  - a distribution channel
  - outbound logistics
  - inbound logistics.
21. The method of setting the promotion budget to match competitors' outlays is: (3p)
- competitive parity method
  - percentage of sales method
  - affordable method
  - cost method.
22. A measure of the sensitivity of demand to changes in price is called: (3p)
- consumer perception of price and value
  - price influence on profits
  - price elasticity of demand
  - economic value added.



23. The process of designing, gathering, analyzing and reporting information that may be used to solve a specific marketing problem is: (3p)
- marketing concept
  - marketing research
  - marketing strategy
  - marketing communication.
24. The information specifically collected for the research problem at hand is called: (3p)
- secondary information
  - internal information
  - identification information
  - primary information.
25. The informal research that is undertaken to gain background information about the general nature of the research problem is: (3p)
- exploratory research
  - conclusive research
  - descriptive research
  - causal research.
26. Gathering information from those persons thought to be knowledgeable on the issues relevant to the research problem is: (3p)
- test marketing
  - secondary data
  - market report
  - experience survey.
27. The scaling method that measures the intensity of agreement or disagreement with a specific statement is the following: (3p)
- Stapel scale
  - Osgood scale
  - Likert scale
  - Pearson scale.



28. The in-home interview provides the following advantage to researchers: (3p)
- a. facilitates the rapport between the interviewer and the respondent
  - b. fast data collection
  - c. economical approach
  - d. absence of the interviewer.
29. A researcher can observe the effects or results of the behavior rather than the behavior itself by means of the following research method: (3p)
- a. indirect observation
  - b. secondary sources
  - c. direct observation
  - d. screening method.
30. The entire group that is studied according to the research objectives is called: (3p)
- a. population
  - b. segment
  - c. sample
  - d. research team.

**Note:**

The total number of points corresponding to the 30 questions is 90. To these points, 10 points will be added ex officio.