

# UNIVERSITY CENTER OF TIPAZA

FACULTY OF ECONOMIC SCIENCES, COMMERCIAL SCIENCES AND MANAGEMENT  
SCIENCES

EXAM IN ENGLISH THIRD YEAR, 1<sup>st</sup> Term 2021 /2022

## Marketing

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| اللقب والاسم: | الفوج: |
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**First Part:** Answer the following statements **true (T)** or **false (F)** with an explanation of the erroneous sentences  
In briefly (**answer all questions**). **18 points**

**1- Marketer** is designing to meet the needs of the market in other side they meet to need a customer and they company are making a profit.

**Market oriented**

**2- Marketing mix:** are includes product, price, place promotion.

**The four Ps**

**3- Package:** Are the process of planning, designing, pricing, promoting, and distributing ideas, goods and services, in order to satisfy customer needs.

**Marketing**

**4- Consumer durable:** the consumer goods such as food product that sell very quickly.

**Fast moving consumer goods**

**5- Goods:** Is the name a company gives to its products so they can be easily recognized.

**brand**

**6- Branding:** Is creating brands and keeping them in customers mind through advertising, packaging, T.V ect .

**True**

**7- Generic goods:** are products that are named only by their basic product type, and not an individual brand.

**True**

**8- Product positioning:** how a company would like a product to be seen in relation to its other products or to competing products.

**True**

**9- Mass market:** describe goods that sell in large quantities and people who buy them. **Niche market** is small group of buyers with special needs which may be profitable to sell to.

**True**

