UNIVERSITY CENTER OF TIPAZA

FACULTY OF ECONOMIC SCIENCES, COMMERCIAL SCIENCES AND MANAGEMENT SCIENCES

EXAM IN ENGLISH THIRD YEAR, 1^{rt} Term 2021 /2022 Marketing

الفوج:	اللقب والاسم:
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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

10- Franchises: are owned by the people that run them but they only sell the goods of one company.

True

11- Price Leader: a good period for sellers when price are rising quickly. Price War: an increase in price.

Price boom price hike

12- Money that is given, usually by a company, to support a person, organization or activity called **Promotion**

Sponsorship

13-Price Boom: a company that is first to reduce or increase prices. **Price Hike**: when competing companies reduce prices in response to each other.

Price leader price war

14- A person in charge of a company's sales activities and its sales force called **salesmen.**

SALE manager

15- That give customer when the more you spend, the more points you get and you can exchange these points for free goods is called **Loyalty cards**.

Gross-Promotion.

16- Someone who buys and sells goods in large amounts to shops and businesses is called **retailer.**

wholesalers

17-Direct marketing is selling by telephone including cold calls to people who have had no contract with us before.

Telemarketing.

18- Gross-Promotion: are where you buy one product and you are recommended to buy another product that may go with it.

Loyalty cards

Part two: Explain the following terms in briefly 2points

1- What the role of marketing in modern business?

Strategy and set technique to sell product and services

Focus on improving the reality offer