# UNIVERSITY CENTER OF TIPAZA 

FACULTY OF ECONOMIC SCIENCES, COMMERCIAL SCIENCES AND MANAGEMENT SCIENCES
EXAM IN ENGLISH THIRD YEAR, $1^{\text {rt }}$ Term 2021 /2022
Marketing


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

