

UNIVERSITY CENTER OF TIPAZA

FACULTY OF ECONOMIC SCIENCES, COMMERCIAL SCIENCES AND MANAGEMENT
SCIENCES

EXAM IN ENGLISH THIRD YEAR Marketing, 1st Term 2022 /2023

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**).

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 fours 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- The company also benefits from the **experience curve or learning curve:** as it produces more, it learns how to do things more and more quickly and efficiently.

true

5- Promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers; or is all activities supporting the sales of a product including advertising.

true

6- Sponsorship: to agree to give money to someone who is taking part in an event to raise money for a special reason, especially to help people who are suffering.

true

7- Companies or products in the same market are **Competitors** compete with each other to sell more, be more successful.

true

8- When competition is strong; you can say that it is intense, stiff, fierce or tough. If not, it may be described as low key.

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.

opposite

10- Bailouts: the inability to pay your debts, or a particular example of this, involving the sale of your property or some other arrangement to pay as much as possible of the money you owe.

bankruptcy

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

Price Boom..... Price Hike.....

12- Salary is person paying every hour or weekly. **Wage** is person paying every month.

Wage..... Salary.....

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- Compensation payment means the amount of money paid to someone because getting hurt or damage.

severance payment

15- Market leader is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action.

Market segmentation

16- Market Growth t is a company with the largest market share in an industry that can often use its dominance to affect the competitive landscape and direction the market takes.

Market leader

17- Perks: money is paid by company for retire person

pension

18- Basic salary means the lowest salary permitted by law or by special agreement with labor union.

true

Part two: Explain the following terms in briefly

1-Explain shortly the role of marketing in modern business?

Strategy and set techniques to sell an organization p/s.

Marketing focus on improving the reality of what is offer.

GOOD LUCK