**ESCUELA SUPERIOR POLITECNICA DEL LITORAL**

**SCHOOL OF GRAPHIC DESIGN AND COMPUTING FIELDS**

**Bilingual Secretarial Program**

**MARKETING AND PUBLICITY.- THIRD EXAM**

**I. ANSWER THE FOLLOWING (10 marks)**

1.-What is marketing?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.- What is a market?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.- What are the market segments -concept of each one.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.- What is Publicity?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5.- Can you make 2 differences between these **two concepts.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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6. What does market research provide**? (3 elements)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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7. Metion de chaneles of distribution in a market? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II.- Complete. (4 points)**

1. Sources for secondary research may be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. It calls desk research because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Secondary research involves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Interviews may conduct\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**III.- Answer the following questions. Choose a, b, or c. (5 points)**

1. Internal sources include…
2. customer records.
3. articles
4. reports
5. Primary research is where…
6. old information is collected.
7. new information is collected.
8. both information are collected.
9. Averages can be used to…
10. give some overall impression of all items in a set of statistics.
11. Put off a lot of numbers in a text.
12. Satisfy the wants or needs of customers.
13. The objective of promotional pricing is…
14. to be prepared to pay the high price in order to buy the latest product.
15. to capture a share of the market.
16. to attract new customers or increase sales to existing customers.
17. A table is …
18. a matrix of data in rows and columns.
19. a statistical chart in which quantities are represented by pictures.
20. When you convert the different parts into degrees.

**IV.- Choose the correct word or phrase to complete the sentences. (8 marks)**

1. **I think we need to look at the big picture.**

🞏 I’m share your views completely.

🞏 I share your views complete.

🞏 I share your views completely.

1. **I’m sure you’ll see that the additional fees aren’t such a big issue.**

🞏 I see you a little differently.

🞏 I see it a little differently.

🞏 I see a little differently it.

1. **We can reduce the price and extend the delivery times.**

🞏 Yes, I’m absolute in favour of that option.

🞏 Yes, I’m absolutely on favour of that option.

🞏 Yes, I’m absolutely in favour of that option.

1. **We think this special terms and conditions should meet your needs.**

🞏 Up to a point we could accept that, but there are

problems.

🞏 Up to the point we could accept that, but there are

problems.

🞏 Up to point we could accept that, but there are

problems.

1. **I need confirmation of the order.**

🞏 You’ll receive an automatically confirmation email.

🞏 You’ll automatically receive a confirmation email.

🞏 You’ll automatic receive a confirmation email.

1. **I need to change an item in the order. Can you do that for me?**

🞏 Of course, it’s no problem.

🞏 Not at all, it’s no problem.

🞏 Sorry, it’s no problem.

1. **I need to talk to you about some mistakes in our latest order.**

🞏 Certainly. Could you say me which items are

incorrect?

🞏 Certainly. Could you tell me which items are

incorrect?

🞏 Certainly. Could you repeat me which items are incorrect?

1. **I’ll need to change the order.**

🞏 OK. I can take care of that for you.

🞏 OK. I can make care of that for you.

🞏 OK. I can put care of that for you.

1. **Write the meaning of… (5 points)**
2. Questionnaires: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. Range: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. A line graph: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Packaging: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. The law of demand says: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

V.- **Say if the following statements are True or False and Correct the false ones. (5 marks)**

1. Branding means giving a product a unique name and identity ( )
2. The product is never identified by the name of the manufacturer. ( )
3. The success of a product depends on quality and customer satisfaction but does not means the royalty of the customer ( )
4. The style of the packaging must be thrown away and forgotten by the customers ( )
5. The packaging of specific products must carry specific instructions ( )

VI. MENTION THE product life cycle STAGES (2 MARKS)

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VII. MENTION the phases of the life cycle and explain the objective in each one. (5 MARKS)

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VIII. MENCHION which the pricing strategies are. (2 marks)

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**IX. Complete the sentences with the words in the box. (4 marks)**

**duration calculation competitive conditions**

**fee discount interim**

1. The offer is \_\_\_\_\_\_\_\_\_\_\_\_. It’s similar to offers from other companies.
2. The \_\_\_\_\_\_\_\_\_\_\_\_ of the contract is two years.
3. If you want 24-hour delivery, you’ll need to pay an additional \_\_\_\_\_\_\_\_\_\_\_\_.
4. We’ll send an \_\_\_\_\_\_\_\_\_\_\_\_ report for you to read before making a final decision.

**X.- ELABORATE A FODA AND A PEST ANALYSIS BASED ON YOUR CREATED PRODUCT**