



ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL
FACULTAD DE CIENCIAS SOCIALES Y HUMANÍSTICAS
EXAMEN DE MARKETING STRATEGY
PRIMER PARCIAL DEL I TERMINO 2015-2016

APELLIDOS: _____ NOMBRES: _____
MATRÍCULA: _____ PARALELO: _____

COMPROMISO DE HONOR

Yo, _____ Al firmar este compromiso, reconozco que el presente examen está diseñado para ser resuelto de manera individual, que puedo usar una calculadora *ordinaria* para cálculos aritméticos, un lápiz o esferográfico; que solo puedo comunicarme con la persona responsable de la recepción del examen; y, cualquier instrumento de comunicación que hubiere traído, debo apagarlo y depositarlo en la parte anterior del aula, junto con algún otro material que se encuentre acompañándolo. No debo además, consultar libros, notas, ni apuntes adicionales a las que se entreguen en esta evaluación. Los temas debo desarrollarlos de manera ordenada.

Como estudiante de la Facultad de Ciencias Sociales y Humanísticas me comprometo a combatir la mediocridad y actuar con honestidad, por eso no copio ni dejo copiar.

Firma de compromiso del estudiante

Firmo al pie del presente compromiso, como constancia de haber leído y aceptar la declaración anterior.

RESULTADO DE EVALUACION A MEDIR:

- a) Desarrollar habilidades de investigación de mercados siguiendo procesos sistemáticos y objetivos para el levantamiento, análisis de datos y preparación de informe de resultados

Choose the correct answer for each question (40 POINTS, 5 POINTS EACH ONE)

1. The column A is a list of objectives items. On the line to the left of each statement type the letter of the item in column B that best fit the statement. Each answer in column B can be used once, more than once, or not used.

With respect of the SWOT Analysis, define:

Column A

1. Weaknesses
2. Strengths
3. Threats
4. Opportunities

Column B

- a) Developments or conditions in the environment that have favorable implications for the organization.
- b) Pose dangers to the welfare of the organization.
- c) What the organization is good at doing or some characteristic that gives it an important capability.
- d) What an organization lacks or does poorly relative to other organizations.

- a) 1b, 2d, 3a, 4c
- b) 1e, 4b, 3c, 2a
- c) 1d, 3b, 2c, 4a
- d) 2c, 4c, 3e, 1a

2. A marketing audit is:
- a) A comprehensive analysis of an industry.
 - b) A periodic examination of a firm's or business unit's marketing environment.
 - c) Are activities to determine the lack of commitment of several companies.
 - d) A plan of action to improve the firm's marketing performance.
3. The customer value proposition is:
- a) A marketing research analysis of the customers.
 - b) The communication that a company develops.
 - c) Involves social media analysis and communication.
 - d) A cluster of benefits that an organization promises customers to satisfy their needs.



4. What Influences Consumer Behavior?
 - a) Personal, cultural and social factors.
 - b) Physical, personal and social factors.
 - c) Cultural, economic and personal factors.
 - d) Politic, cultural and personal values.

5. A market segmentation process is a _____ that involves breaking down or building up of potential _____ into groups, which are called _____ segments.
 - a) Process – customers – buyers.
 - b) Technique - buyers – market.
 - c) List – competitors – potential.
 - d) Task – products – customers.

6. To describe an organization's unique strengths or qualities helps to determine:
 - a) Enviromental opportunities.
 - b) Distinctive competency.
 - c) Success requirements.
 - d) The mission of a company.

7. The task to obtain background information on the environment and organization is a step for:
 - a) Formulating the case analysis.
 - b) Approaching the case.
 - c) Having potential outcomes.
 - d) A plan of action.

8. Internal marketing is:
 - a) A plan of action to make the employees happier.
 - b) Develop different rewards to the employees.
 - c) Develop a plan to increase the employee's salaries.
 - d) Set variables to maintain continuous communication with the internal customers.

Answer the following questions (60 POINTS, 15 POINTS EACH ONE)

1. What's the market share and give a numerical example.
2. Describe **each** of the components of the marketing mix (traditional and contemporaneous).
3. Set an example (different from class) and explain the successive sets in decision making process.
4. Describe the Holistic Marketing in **detail**.