



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

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

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 deajo 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 four general modes of entry into a foreign markets:

Column A

1. Exporting
2. Joint Venture
3. Licensing
4. Direct Investment

Column B

- a) Involves a domestic firm investing in and owning a foreign subsidiary or division
- b) Occurs when a foreign and a local company invest together to create a new entity in the host country
- c) Is a contract where the owner gives a firm the rights to intellectual property in turn for a royalty or fee.
- d) Involves producing offerings in one country and selling them in another country.

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

2. The purchase decision roles are:
- a) Decision maker – influencer – viewer – customer.
 - b) Consumer – purchaser – decision maker – influencer.
 - c) Influencer – customer – purchaser – decision maker.
 - d) Customer – decision maker – employer – influencer.
3. _____ is the strategy established by a firm when it gives each product or product line a distinct name.
- a) Multibranding
 - b) Private branding
 - c) Multiproduct branding
 - d) Direct branding



4. _____ is the specification of the segments the organization wishes to pursue.
 - a) Segmentation
 - b) Market targeting
 - c) Communication
 - d) Bases of segmentation

5. Marketing communication includes:
 - a) Social media, sales, promotion, advertising.
 - b) Publicity, public relationships, television, direct marketing.
 - c) Social media, free press, social media, television.
 - d) Public relationships, personal selling, direct marketing, advertising.

6. A brand is any word, design, or combination of these that are used to identify an offering and set it apart from competing offerings.
 - a) True
 - b) False

7. The _____ is the ratio of average annual net earnings (return) divided by average annual investment, discounted to the present time.
 - c) Chain ratio method
 - d) Profit analysis method
 - e) Return over investment
 - f) Payback period

8. The sources of new offering ideas include:
 - a) Employees, suppliers, customers, managers.
 - b) Social media, suppliers, buyers, managers.
 - c) Suppliers, competitors, employees, buyers.
 - d) Employees, consumers, competitors, retailers.

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

1. Describe and establish the customer – based Brand Equity Pyramid.
2. Set the stages in the new offering development process.
3. Set the differences between a push and a pull strategy.
4. Establish the global marketing strategy matrix and set an example.