



ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL  
FACULTAD DE CIENCIAS SOCIALES Y HUMANÍSTICAS  
EXAMEN DE MARKETING STRATEGY

SOLUCION DEL EXAMEN DE MEJORAMIENTO 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**

- Weaknesses
- Strengths
- Threats
- Opportunities

**Column B**

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

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

2. The purchase decision roles are:

- Decision maker – influencer – viewer – customer.
- Consumer – purchaser – decision maker – influencer.
- Influencer – customer – purchaser – decision maker.
- Customer – decision maker – employer – influencer.

3. The customer value proposition is:

- A marketing research analysis of the customers.
- The communication that a company develops.
- Involves social media analysis and communication.
- A cluster of benefits that an organization promises customers to satisfy their needs.

4. \_\_\_\_\_ is the specification of the segments the organization wishes to pursue.

- Segmentation



- b) Market targeting
  - c) Communication
  - d) Bases of segmentation
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. 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
8. 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.

**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 the stages in the new offering development process.
- 4. Describe the Holistic Marketing in **detail**.