**First Semester Business English Exam – Marketing Management ,3rd Year QE.**

Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

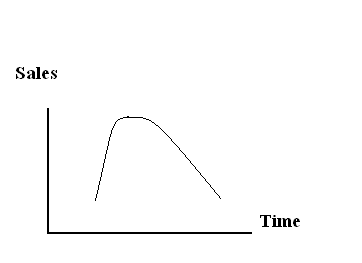
Group:

Please read all questions carefully then answer the following questions / Select the appropriate answer. Take your time and double check all your answers once you are finished. Make sure your name and group are on the answer sheet .

**Caution:** . The questions on the actual exam are going to be different. You must read the book chapter . This exam contains only 20 questions.

1. The life cycle below is most likely a \_\_\_\_\_\_\_\_\_\_\_\_\_

1. High learning product
2. Low learning product
3. Fashion product
4. Fad Product
5. Rotating Pattern product



2. Dallas-based Dean Foods is one of the leading food and beverage companies in the United States. Its \_\_\_\_\_\_\_\_\_\_ includes soy products, coffee creamers, dips and dressing, pickles, sauce, ice cream, yogurt, sour cream and cottage cheese. Its fresh milk and cream \_\_\_\_\_\_\_\_\_\_ includes regular and flavored milks, lactose-free milk, buttermilk, and half and half.

A) product tangibility; product unit

B) product mix; product unit

C) product line; product mix

D) product unit; product tangibility

**E)** product mix; product line

3. Among consumer goods, advertising and wide distribution are especially important for:

A) durable goods.

B) unsought goods.

**C)** nondurable goods.

D) production goods.

E) semidurable goods.

4. The Upjohn Company first targeted men for its Rogaine topical solution, a prescription drug to restore hair growth, but later marketed this product to women. This is an example of which strategy?

A) Finding new users

B) Creating new use situations

C) Increasing use by existing customers

D) Modifying the product

E) None of the above

You are facing the following demand schedule:

Quantity Price

10 6

20 5

30 4

40 3

50 2

You are also facing the Average Cost table below

Quantity Average cost

10 1

20 2

30 3

40 4

50 5

**5.** Use the information given above. Your goal is profit maximization. You should produce:

1. 10 units
2. 20 units
3. 30 units
4. 40 units
5. 50 units

6. Elasticity between 10 and 20 units is approximately (choose the number closest to your answer):

1. 1.8
2. 2.4
3. 3.7
4. 4.6
5. 5.3
6. In this commercial, three men (approx. in their thirties) are in a parking lot. One of them is getting ready to leave in his car (Honda Civic). The other two men (led by elder of the two) interrogate the car owner (in a superior manner) about the car’s additional features, to which the car owner responds by giving a technical description of the cars engine, to the surprise of the two men. Which of the following is likely to be true for the advertisement below?
7. It could be considered to be a reminder advertisement
8. It attempts to gain audience attention with sex appeal
9. It is likely to be a pioneering advertisement
10. It likely attempt to reinforce previous experience with Honda Civic
11. It is likely to be a comparative advertisement
12. Which is not used in pretests
13. jury tests
14. attitude tests
15. portfolio tests
16. theater tests
17. tests in which consumers are invited to view new television shows or movies in which test commercials are also shown.
18. Which of the following statements about marginal analysis is incorrect
19. As long as revenue received from an additional unit exceeds the marginal cost associated with that unit, the firm will wish to expand production.
20. Marginal cost, after an initial decline, will tend to rise due to inefficiencies in production and marketing associated with increased production
21. The message of marginal analysis is to operate up to the quantity and price level where marginal revenue equals marginal cost
22. Marginal analysis calls for identifying the level of output at which total revenue and total cost are equal and beyond which profit occurs.
23. If your goal is to encourage new product trial among risk-averse consumers, your best bet from sales promotion alternatives is:
24. samples
25. contests or sweepstakes

c. Continuity programs

d. point of purchase displays

e. product placement

1. West Coast Video and East Coast Video must simultaneously choose a pricing strategy. The matrix below describes their payoffs from each strategy combination:

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | East Coast | |
|  |  | Price High | Price Low |
| West Coast | Price High | **120**  **180** | **70**  **190** |
| Price Low | **110**  **40** | **60**  **60** |

The equilibrium is at:

1. Both firms pricing low
2. Both firms pricing high
3. West Coast pricing low and East Coast pricing high
4. West Coast pricing high and East Coast pricing low
5. Both c and d are equilibria
6. For non-durable goods, \_\_\_\_\_\_\_\_\_\_\_ is essential, whereas for durable good, \_\_\_\_\_\_ is more critical (you can find the answer on p. 270).
7. TV advertising; radio advertising
8. Newspaper advertising; TV advertising
9. Consumer advertising and wide-distribution; personal selling
10. Sales promotion; reminder advertising

13. The Ann and Bob corporations compete in the market for widgets. They can each price high or price low. Ann is the row player and Bob is the column player. That means that Ann’s payoff is the top left number in each cell. Bob’s payoff is the bottom right number in each cell. The payoffs to each possible scenario are given in the game matrix below. In equilibrium, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Ann would price low and Bob would price high.
2. Ann would price low and Bob would price low.
3. Ann would price high and Bob would price high.
4. Ann would price high and Bob would price low.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Bob | |
|  |  | Price High | Price Low |
| Ann | Price  High | 35  40 | 5  60 |
| Price  Low | 45  70 | 10  40 |

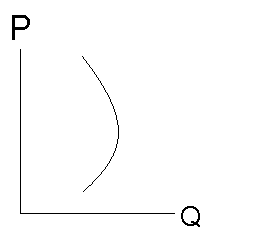
14. The demand curve below would call for what pricing strategy?

a. skimming

b. penetration

c. prestige

d. price lining



15. You are facing the MARGINAL Cost and MARGINAL revenue table below

Quantity Marginal cost Marginal Revenue

5 25 60

10 35 50

15 40 40

20 50 30

25 65 20

To maximize profit, you should produce:

1. 5
2. 10
3. 15
4. 20
5. 25

You are facing the following demand schedule:

Quantity Price

10 90

20 80

30 75

40 70

50 65

**Marginal cost is the same as the average cost and is constant at 50.**

16. Given the above demand schedule and cost information, the quantity that would maximize your profits is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. 10

b. 20

c. 30

d. 40

e. 50

* 1. When deciding on the purchase of a new wireless pocket PC, Bob was among the very first. He is very highly educated, and makes purchase decisions based on information from Internet newsgroups, newspapers, and technical journals he subscribes to. Stan made his decision based on numerous informal social contacts, though he is not a leader in any social setting. He was among the first 50% of the population to buy the wireless pocket PC. Out of profiles of product adopters, Bob could best be described as \_\_\_\_\_\_\_\_\_\_ whereas Stan would best be described as \_\_\_\_\_\_\_\_\_\_\_.

1. early adopter; majority
2. early innovator; late innovator
3. innovator; early majority
4. early majority; early adopter
5. late majority; laggard

18. Johnson's Baby Oil is advertised as a skin softener for babies and as a makeup remover for women. This is an example of:

A) Finding new users

B) Creating new use situations

C) Increasing use by existing customers

D) Modifying the product

* 1. Del Monte’s Barbecue Ketchup that contained finely chopped onions and was aimed at the heavy ketchup-eating segment (kids). That segment –kids-- did not care for onions. Which of the reasons below is most likely the reason for this product failure?

a. Insignificant “point of difference”

b. Incomplete market and product definition

c. Too little market attractiveness (size and growth of mkt)

d. Poor execution of the marketing mix

e. Poor product quality on critical factors

* 1. Minute Maid squeeze-fresh OJ concentrate: advertising and packaging did not educate on how to use the product and as a result consumers did not know how to use it. Which of the reasons below is most likely the reason for this product failure?

a. Insignificant “point of difference”

b. Incomplete market and product definition

c. Too little market attractiveness (size and growth of mkt)

d. Poor execution of the marketing mix

e. Poor product quality on critical factors