

ABOU BAKR BELKAID Tlemcen University

Department Of Commercial Sciences

Third Year Marketing

First Semester English Exam

Activity one: (6pts)

Market segmentation means dividing the market into meaningful and measurable segments according to customer needs, past behaviors, demographic information and psychographic profiles. So, why do the company segment?

Activity two: (4pts)

Explain what does it mean by the SWOT analysis.

Activity three: (10pts)

The marketing research or the market study is the process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of the corporation business's target market, the industry as a whole, and the particular competitors the company face.

Write an economic paragraph in which you explain why the company uses this approach.

-GOOD LUCK-

Corrected Type of English Exam First Semester, 3rd Year Marketing

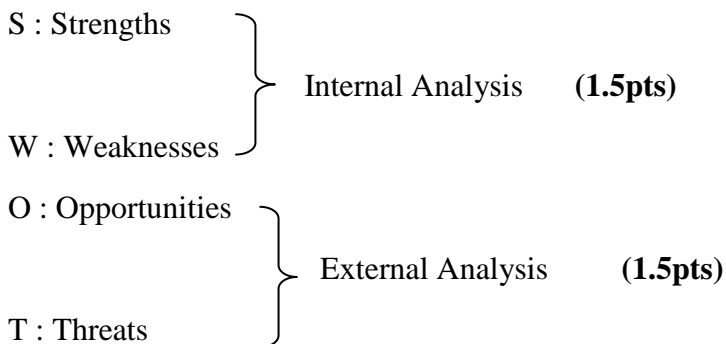
Activity one : (6pts)

The company segment to:

- Increased understanding of customer wants and needs (1pt)
- Different products for different groups (1pt)
- Better match between customer wants and product benefits (1pt)
- Maximize the use of available resources (1pt)
- Focused marketing expenditures (1pt)
- Competitive advantage. (1pt)

Activity two: (4pts)

SWOT analysis allows us to combine internal and external analysis. That helps company for making decisions concerning the strategies, for example to export a product to have new partners. (1pt)



Activity three : (10pts)

Introduction (1.5pts)

The company is systematically collecting and analyzing informations (secondary and primary research approaches) to improve its marketing activities.

Problematic (0.5pt)

So, why the organization do the marketing research?

Development : (6pts)

- To describe the situation of the market
- To measure the size of the market
- Customer satisfaction
- Check the important decisions
- Understand the consumer
- Explain the behavior
- Sales forecast.

Conclusion (2pts)

Marketing research is a critical part of such marketing decision making, it helps in improving management decisions making by providing relevant accurate and timely information. However, firms can actually achieve and sustain a competitive advantage through the creative use of market information.