

## Corrected Type of English Exam Second Semester, 3<sup>rd</sup> Year Marketing

### **Activity one : (6pts)**

True or False:

- 1/ Value: goods or services perceived by customers to meet their needs or wants. **True (1pt)**
- 2/ Needs: forms that need takes, shaped by culture and individual personality. **False (1pt)**
- 3/ Demands: states of felt deprivation. **False (1pt)**
- 4/ Marketing myopia: combination of products, services, information, experiences offered to market to satisfy need or want. **False (1pt)**
- 5/ Satisfaction: Satisfied customers buy again and tell others about their good experience. **True (1pt)**
- 6/ Benefits: is what consumers feel when they are consuming product. **True (1pt)**

### **Activity two: (4pts)**

The major mix communication strategies are:

1/ Push strategy: to promote the product from the distribution to the final consumer.

Tools used: selling power and promotion.

2/ Pull strategy: to develop a consumer preference for the brand.

Tools used: publicity.

### **Activity three : (10pts)**

#### **Introduction (1.5pts)**

The BCG matrix refers to the growth share matrix portfolio management tool and it's a comparative analysis of businesses potential and the evaluation of environment.

#### **Problematic (0.5pt)**

So, what are the different problems with BCG matrix?

#### **Development: (6pts)**

- They can be difficult.
- Time consuming.
- Costly to implement.

- Management may find it difficult to define strategic business unit (SBU), measure market share and growth. In addition, these approaches focus on classifying current businesses but provide little advice for future planning.

Conclusion (2pts)

Because of such problems, many companies have developed formal matrix methods in favor of more customized approaches that better suit their specific situations.