

The first term exam

ACTIVITY ONE: Match the following

1	Marketing	A	Long term plan for marketing success
2	Research marketing	B	Promoting goods and services
3	Swot analysis	C	Promoting things you can't touch like services
4	Service marketing	D	People or businesses who buy things
5	Marketing strategy	E	Short term tactics to follow the strategy
6	Marketing plan	F	Technique use to collect information about target market and customers
7	Service marketing	G	Technique use to identify the company's strengths, weaknesses, opportunities, and threats
8	Marketing environment	H	Combination of the external and internal factors that affect a company's marketing activities
9	Services	I	Where things are bought and sold
10	Customers	J	Intangible offering that provides value to a customer

Write the answer in the box provided below:

1	B
2	F
3	G
4	C
5	A
6	E
7	I
8	H
9	J
10	D

ACTIVITY TWO : indicate if the statement is true /false. correct the false one.

1) Services are always tangible and can be physically touched

False.. services are intangible and can not be physically touched

2) Schools, universities and online courses are examples of educational services.

True

3) Timelines and deadlines, Budget allocation are components of marketing plan.

True

4) SWOT analysis and Target audience identification are elements of marketing strategy.

True

5) SWOT stands for strengths, weaknesses, opportunities, and threats.

True

6) External marketing is the type of marketing done from the company to the employees.

False.. Internal marketing is the type of marketing done from the company to the employees.

7) Internal marketing is the type of marketing done from the company to the customers.

False.. External marketing is the type of marketing done from the company to the employees.

8) Banking, investment advices and insurance are examples of financial services.

True

9) Marketing refers to the activities a company undertakes to promote the buying or selling of a product or service

True

10) The marketing environment has no impact on company's marketing decisions.

False.. The marketing environment has impact on company's marketing decisions.