

The first term exam

ACTIVITY ONE: Match the following

1	Swot analysis	A	Activities a company undertakes to promote its products or services.
2	Marketing	B	Technique use to identify the company's strengths, weaknesses, opportunities, and threats.
3	Marketing environment	C	People or businesses who buy things.
4	Customers	D	The 4ps (price, product, place, promotion).
5	Market orientation	E	Combination of the external and internal factors that affect a company's marketing activities.
6	Marketing mix	F	Focusing on what customers want and need to guide business decisions.
7	Customer behavior	G	The way people feel, act, or react to a product or service.
8	Competitors	H	Factors that are directly related to the company's operations and ability to serve its customers and achieve its marketing objectives, and can affect all of that.
9	The micro environment	I	Companies or businesses sell similar products and services.
10	Societal marketing concept	J	Extends beyond customer satisfaction and considers the well-being of society.

Write the answer in the box provided below:

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

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

- 1) The consumer decision making process begins when consumer recognize a need.
True
- 2) Positive emotions often lead to increased customer satisfaction and loyalty.
True
- 3) Technology has made shopping more convenient, allowing customers to brows and purchase products online.
True
- 4) Promotion in the marketing mix includes different forms of communication, not just advertising.
True
- 5) The marketing mix consists of product, presentation, place, public relation.
False... The marketing mix consists of product, product, place, promotion.
- 6) The product is the element of the marketing mix that is not directly controlled by the company.
False... The product is the element of the marketing mix that is directly controlled by the company.
- 7) Conditions such as inflation, unemployment and consumer spending patterns considered as economical factors
True
- 8) Product concept prioritizes efficient production and low cost.
False... Production concept prioritizes efficient production and low cost.
- 9) Demographical factors are the characteristics of a population, including age, gender, income , education, which can significantly impact marketing decisions and target audience selection.
True
- 10) Marketing only happens in the traditional way; digital methods are not part of it.
False... Marketing happens in both the traditional and digital way.