

The second term exam

**Activity one:** say whether the statement are true or false, correct the wrong one.

1. Segmentation in STP marketing refers to selecting one or more segments to pursue with specific marketing efforts. **false**  
**targeting** or **giving the definition of segmentation**
2. Targeting in STP marketing involves developing a marketing mix that will create a competitive advantage in the minds of the selected target market **false**  
**positioning** or **giving the definition of targeting**
3. cultural factors like humor or color symbolism can be ignored in international marketing **false**  
.....**they cannot be ignored** .....
4. international marketing requires adaptation of products and strategies to meet the unique needs of different global markets  
**true**
5. international marketing strategies are not really affected by cultural differences  
**false ... they are so affected**
6. packaging plays a minor role in consumer purchasing decisions  
**false .....an important role**
7. packaging should be designed only for the product it contains, without marketing consideration  
**false... both**
8. the brand is just the logo and or name of the product  
**false ...a brand encompasses the perception emotion and experience associated with the product or company**
9. STP marketing is an approach that aims to sell the same message for everyone, it focuses more on the product rather than the customer  
**false .... sell different msgs .....focus on more on customer**

**Activity two:** define the following terms:

**Brand:**.....

**Product:**.....

**Packaging:**.....

**International marketing:** .....

**Activity three:** translate the following words to Arabic

segmentation = **الأسواق المستهدفة**

advertising campaign = **حملة إعلانية**

cultural differences = **الفرق الثقافية**

competitive advantage = **الميزة التنافسية**

**Activity four:** classify the following in the right column

1. The marketing campaign will be focused on young professionals aged 25-35
2. We can divide our health insurance plans by age groups
3. The social media ads will target users who have recently shown interest in fitness apps.
4. Our new running shoes are designed for maximum comfort and support during long distance
5. Travelers can be grouped by trip purpose into business, leisure, adventure
6. This fitness app is the most convenient and time -saving option for busy lifestyle
7. The family vacation package will be advertised on websites and travel blogs frequented by parents
8. Our adventure travel packages offer unique and adrenaline-pumping experiences for thrill-seekers
9. Streaming services can categorize viewers by their preferred content genre; comedy, drama, documentary
10. This family package offers unforgettable experience and creates lasting memories
11. Social media platform consider demographics and interests when grouping users
12. Luxury car dealership will sponsor exclusive events to reach high-income individuals

<i>Segmentation</i>	<i>Targeting</i>	<i>Positioning</i>
<b>2</b>	<b>1</b>	<b>4</b>
<b>5</b>	<b>3</b>	<b>6</b>
<b>9</b>	<b>7</b>	<b>8</b>
<b>11</b>	<b>12</b>	<b>10</b>

