

# **MOCK EXAM**

Principles of Marketing

# **RULES:**

No phones allowed

No talking

No whispering

If you do so, you will be asked to leave the seminar.

# SECTION A – MULTIPLE CHOICE <sup>3</sup>

1) The BCG growth-share matrix classifies four types of SBU's. They are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

- a. product; price; promotion; placement
- b. sales; market share; price; promotion
- c. stars; cash cows; question marks; dogs
- d. planning; implementing; leading; controlling
- e. market penetration; market development; product development; diversification

2) A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called \_\_\_\_\_.

- A) Direct marketing
- B) Integrated marketing
- C) The promotion mix
- D) Competitive marketing
- E) Target marketing

3) Procter & Gamble sells six brands of laundry detergent in the United States, each designed for one of six laundry segments Procter & Gamble has identified. Together, these six brands take 62% of market share.

Which of the following is a disadvantage of Procter & Gamble's differentiated marketing strategy?

- A) lost sales that would have been made with an undifferentiated marketing strategy across all segments
- B) lost customer loyalty due to lack of brand loyalty
- C) increased costs for separate marketing plans for each brand
- D) other suppliers controlling pricing
- E) lack of resources to succeed in an attractive segment

4) As You Like It, Inc., customizes its offers to each individual consumer. This practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations is referred to as \_\_\_\_\_ marketing.

- A) niche
- B) mass
- C) differentiated
- D) undifferentiated
- E) micro

5) When marketers at Procter & Gamble selected the Millennials, a demographic that includes college students, as an untapped group of potential customers for their Febreze line of products, they were executing which step in the process of designing a customer-driven marketing strategy?

- A) market segmenting
- B) mass marketing
- C) differentiation
- D) targeting
- E) positioning

6) A newspaper article announced that VoiceStream Wireless, the nation's sixth-largest wireless carrier, was changing its name to T-Mobile and that to begin the makeover process it had replaced spokesperson Jamie Lee Curtis with Catherine Zeta-Jones. Of which element of the promotion mix is this an example?

- A) sales promotion
- B) advertising
- C) public relations
- D) personal selling
- E) product

7) Shampoo marketers rate buyers as light, medium, or heavy product users. This is \_\_\_\_\_ segmentation.

- A) benefit
- B) user status
- C) usage rate
- D) psychographic
- E) occasions

8) Jolene Enterprises mass produces an all-purpose floor cleaner, mass distributes it and mass promotes it. This firm uses \_\_\_\_\_ marketing.

- A) segmented
- B) undifferentiated
- C) traditional
- D) differentiated
- E) none of the above

On the exam you will have 10 questions

3 marks each

# SECTION B – SHORT ANSWER

*Your task in this activity is to classify the examples listed below into one of the four categories on the product/market growth matrix (also sometimes referred to as Ansoff's model). You will need to consider whether it is a new or existing product and market for the firm.*

- 1.** Artel group is planning to open airline company.
- 2.** The dentist shop is located in a densely populated area where families with children reside. The clinic that used to offer dental services to adults plans to add service for children as well.
- 3.** Evos is a fast-food restaurant that sells products to be consumed for lunch and dinner times, expands it's menu and add coffee.
- 4.** Kmart stores are planning to use more frequent discounts to attract more new customers and to sell more products to their existing customers
- 5.** A specialist health food firm (that now only sells directly to end-consumers) is looking to introduce a new product range in order to gain access to chemists shops

On the exam you will have 5 questions

15 marks each

# SECTION C – ESSAY QUESTIONS

Provide an introduction, body, and conclusion. (Expected word count 200-300 words – 1-2 pages) 15 marks per question. You are expected to provide an explanation about the theory, including definitions, examples, as well as points justifying your answer.

- 1.** How do cultural differences impact consumer behavior? (7 marks) What is the role of social media in shaping consumer behavior? (8 marks)
- 2.** What is market segmentation and why is it important in marketing? Explain using various examples.
- 3.** Compare and contrast 2 pricing strategies of your choice. Provide 2 examples for each.
- 4.** Explain four elements of the marketing mix. Compare one local and one international example.

You receive 5 marks for theory explanation, 5 marks for relevant examples, and 5 marks for justifying and answering the question clearly.

**SECTION D – WILL BE A BONUS  
SECTION WORTH 5 MARKS.**

# ANSWERS

## Section A:

- 1.** C
- 2.** C
- 3.** C
- 4.** E
- 5.** D
- 6.** C
- 7.** C
- 8.** B

## Section B

1. Diversification (new market, new product)
2. Product development (existing market, new product)
3. Product development (existing market, new product)
4. Market penetration (existing marketing, existing product)
5. Diversification (new market, new product)