

ESCUELA SUPERIOR POLITECNICA DEL LITORAL
SCHOOL OF GRAPHIC DESIGN AND COMPUTING FIELDS
Bilingual Secretarial Program
MARKETING AND PUBLICITY.- FINAL EXAM

A. Name three things that market research provides. (3 points)

B. Name three kinds of information that businesses want to know? (3 points)

C. Complete. (4 points)

1. Sources for secondary research may be _____
2. It calls desk research because _____
3. Secondary research involves _____
4. Interviews may conduct _____

D. Answer the following questions. Choose a, b, or c. (5 points)

1. Internal sources include...
a. customer records. b. articles c. reports
2. Primary research is where...
a. old information is collected.
b. new information is collected.
c. both information are collected.
3. Averages can be used to...
a. give some overall impression of all items in a set of statistics.
b. Put off a lot of numbers in a text.
c. Satisfy the wants or needs of customers.
4. The objective of promotional pricing is...
a. to be prepared to pay the high price in order to buy the latest product.
b. to capture a share of the market.
c. to attract new customers or increase sales to existing customers.
5. A table is ...
a. a matrix of data in rows and columns.
b. a statistical chart in which quantities are represented by pictures.
c. When you convert the different parts into degrees.

E. Choose the correct word to complete the sentences. (8 points)

1. I am writing to you to complain **of / for / about** the late delivery of our order.
2. I am writing in reference to the **upper / over / above** order.
3. We expect your company to **compensate / cover / obey** these additional costs.
4. If you do not comply with the terms of the contract, we will be **force / forced / forcing** to contact our lawyers.
5. I very much **regret / apologize / explain** the inconvenience we have caused.
6. As a sign of **good / goodness / goodwill** , I would like to offer a further discount of 2%
7. Please **accept / agree /approve** my apologies for the mistake.
8. Please be assured **it / what / that** we are doing everything we can to solve the problem.

F. Complete the sentences with the words in the box. (8 points)

compensation	confirmation	confirm	ship
information	shipment	compensate	inform

1. We expect _____ of 5% of the order value for the inconvenient caused.
2. If the goods arrive late, we have to pay a lot to _____ the customer.
3. We will _____ the goods by road.
4. The _____ of golf clubs left our warehouse by rail yesterday.
5. Can you _____ that you have received my order?
6. I have not received written _____ of the delivery date for my order.
7. We need to _____ our customers about the delay.

G. Choose the correct response. (4 points)

1. We've received the wrong shipment and now we can't fulfill our orders!
 - a. I understand you situation. I'll see what I can do.
 - b. I'm understand your situation. I'll see what I can do.
 - c. I'm understanding your situation. I'll see what I can do.
2. This is the second time that our order has not arrived!
 - a. I realize this must be frustrating for you.
 - b. I regret this must be frustrating for you.
 - c. I confirm this must be frustrating for you.
3. I don't know went the goods will be delivered.
 - a. May ask I if you've used the tracking facility on our website?
 - b. Do I may ask if you've used the tracking facility on our website?
 - c. May I ask if you've used the tracking facility on our website?

- 4. Can you let me know what is happening as soon as possible?
 - a. Yes, I'll get back to you immediate thing tomorrow morning.
 - b. Yes, I'll get back to you first thing tomorrow morning.
 - c. Yes, I'll get back to you early thing tomorrow morning.

H. Write the meaning of... (2x5= 10 points)

- 1. Questionnaires: _____.
- 2. Range: _____
- 3. A line graph: _____
- 4. Packaging: _____
- 5. The law of demand says: _____

I. Answer personally: (4 points)

- 1. Which are the aspects your have considered when you created your product?

- 2. Which are the aspects you have not considered in your created product?

- 3. Which are the aspects you would your product could have?

- 4. Draw a poster where your product is the target of the business considering environmental issues?

J. Your commercial on radio or video is evaluated (5 points)

K. Write the methods of primary research. Fill the chart (6 points)

