

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

**I. ANSWER THE FOLLOWING (10 marks)**

- 1.-What is marketing?\_\_\_\_\_
- 2.- What is a market?\_\_\_\_\_
- 3.- What are the market segments -concept of each one.\_\_\_\_\_
- 4.- What is Publicity?\_\_\_\_\_
- 5.- Can you make 2 differences between these **two concepts**.\_\_\_\_\_
- \_\_\_\_\_
6. What does market research provide? (**3 elements**) \_\_\_\_\_
- \_\_\_\_\_
7. Metion de chaneles of distribution in a market?  
\_\_\_\_\_

**II.- Complete. (4 points)**

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

**III.- Answer the following questions. Choose a, b, or c. (5 points)**

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| <ol style="list-style-type: none"><li>1. Internal sources include...<ol style="list-style-type: none"><li>a. customer records.</li><li>b. articles</li><li>c. reports</li></ol></li><li>2. Primary research is where...<ol style="list-style-type: none"><li>a. old information is collected.</li><li>b. new information is collected.</li><li>c. both information are collected.</li></ol></li><li>3. Averages can be used to...<ol style="list-style-type: none"><li>a. give some overall impression of all items in a set of statistics.</li><li>b. Put off a lot of numbers in a text.</li><li>c. Satisfy the wants or needs of customers.</li></ol></li></ol> | <ol style="list-style-type: none"><li>4. The objective of promotional pricing is...<ol style="list-style-type: none"><li>a. to be prepared to pay the high price in order to buy the latest product.</li><li>b. to capture a share of the market.</li><li>c. to attract new customers or increase sales to existing customers.</li></ol></li><li>5. A table is ...<ol style="list-style-type: none"><li>a. a matrix of data in rows and columns.</li><li>b. a statistical chart in which quantities are represented by pictures.</li><li>c. When you convert the different parts into degrees.</li></ol></li></ol> |
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**IV.- Choose the correct word or phrase to complete the sentences. (8 marks)**

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| <p>1. <b>I think we need to look at the big picture.</b><br/> <input type="checkbox"/> I'm share your views completely.<br/> <input type="checkbox"/> I share your views complete.<br/> <input type="checkbox"/> I share your views completely.</p> <p>2. <b>I'm sure you'll see that the additional fees aren't such a big issue.</b><br/> <input type="checkbox"/> I see you a little differently.<br/> <input type="checkbox"/> I see it a little differently.<br/> <input type="checkbox"/> I see a little differently it.</p> <p>3. <b>We can reduce the price and extend the delivery times.</b><br/> <input type="checkbox"/> Yes, I'm absolute in favour of that option.<br/> <input type="checkbox"/> Yes, I'm absolutely on favour of that option.<br/> <input type="checkbox"/> Yes, I'm absolutely in favour of that option.</p> <p>4. <b>We think this special terms and conditions should meet your needs.</b><br/> <input type="checkbox"/> Up to a point we could accept that, but there are problems.<br/> <input type="checkbox"/> Up to the point we could accept that, but there are problems.<br/> <input type="checkbox"/> Up to point we could accept that, but there are problems.</p> | <p>5. <b>I need confirmation of the order.</b><br/> <input type="checkbox"/> You'll receive an automatically confirmation email.<br/> <input type="checkbox"/> You'll automatically receive a confirmation email.<br/> <input type="checkbox"/> You'll automatic receive a confirmation email.</p> <p>6. <b>I need to change an item in the order. Can you do that for me?</b><br/> <input type="checkbox"/> Of course, it's no problem.<br/> <input type="checkbox"/> Not at all, it's no problem.<br/> <input type="checkbox"/> Sorry, it's no problem.</p> <p>7. <b>I need to talk to you about some mistakes in our latest order.</b><br/> <input type="checkbox"/> Certainly. Could you say me which items are incorrect?<br/> <input type="checkbox"/> Certainly. Could you tell me which items are incorrect?<br/> <input type="checkbox"/> Certainly. Could you repeat me which items are incorrect?</p> <p>8. <b>I'll need to change the order.</b><br/> <input type="checkbox"/> OK. I can take care of that for you.<br/> <input type="checkbox"/> OK. I can make care of that for you.<br/> <input type="checkbox"/> OK. I can put care of that for you.</p> |
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**A. Write the meaning of... (5 points)**

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

**V.- Say if the following statements are True or False and Correct the false ones. (5 marks)**

1. Branding means giving a product a unique name and identity ( )
2. The product is never identified by the name of the manufacturer. ( )
3. The success of a product depends on quality and customer satisfaction but does not means the royalty of the customer ( )
4. The style of the packaging must be thrown away and forgotten by the customers ( )
5. The packaging of specific products must carry specific instructions ( )

VI. MENTION THE product life cycle STAGES (2 MARKS)

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VII. MENTION the phases of the life cycle and explain the objective in each one. (5 MARKS)

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VIII. MENCHION which the pricing strategies are. (2 marks)

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**IX. Complete the sentences with the words in the box. (4 marks)**

<b>duration</b>	<b>calculation</b>	<b>competitive</b>	<b>conditions</b>
	<b>fee</b>	<b>discount</b>	<b>interim</b>

1. The offer is \_\_\_\_\_. It's similar to offers from other companies.
2. The \_\_\_\_\_ of the contract is two years.
3. If you want 24-hour delivery, you'll need to pay an additional \_\_\_\_\_.
4. We'll send an \_\_\_\_\_ report for you to read before making a final decision.

**X.- ELABORATE A FODA AND A PEST ANALYSIS BASED ON YOUR CREATED PRODUCT**