

There are 35 questions here to attempt.

1. Marketing aims to \_\_\_\_\_.  
(A) Create a value proposition, find suitable partners to deliver the product, and maximize short-term profits  
(B) Create value for customers, build customer relationships, and capture value from customers in return  
(C) Design superior marketing programs that enhance market share and avoid competition  
(D) Develop the most innovative product, build customer relationships, and be a socially responsible corporate citizen  
(E) Grow future customers by selling cheap and good products and services
2. The ultimate aim of customer relationship management is to produce \_\_\_\_\_.  
(A) customer equity  
(B) market share  
(C) sales volume  
(D) a reliable database  
(E) higher profit margins
3. A perceptual map allows a marketer to \_\_\_\_\_.  
(A) Identify the competitive trends  
(B) Identify current consumer trends  
(C) Identify life cycle stage progression  
(D) Identify growth opportunities  
(E) All of the above
4. Which of the following is NOT a market-oriented business definition?  
(A) "We make the Internet buying experience fast, easy, and enjoyable"  
(B) "To sell tools and home repair and improvement items"  
(C) "We help organize the world's information and make it accessible and useful to the Chinese."  
(D) " We sell lifestyle and self-expression; success and status; memories, hopes, and dreams."  
(E) " We create the Shangri-La experience—one that enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests."
5. Starbucks Coffee has recently begun selling and playing compilation CDs and is supporting its own XM satellite radio station. This represents which strategy for growth?  
(A) product development  
(B) market development  
(C) market penetration  
(D) diversification  
(E) partner development
6. The consumer market is made up of which of the following?

# Marketing Past Exam Papers Icm University

**Huangqi Zhang**



## **Marketing Past Exam Papers Icm University:**

Marketing Stanley C. Hollander, Kathleen M. Rassuli, 1993 The last decade has witnessed a burgeoning interest in the history of marketing This authoritative two volume set provides a comprehensive collection of important articles which illuminate the history and development of marketing and marketing thought during the past century A unique reference tool this book will be indispensable to marketing researchers and others interested in marketing history The articles contained within its covers are international in scope spanning a range of European countries Japan and the US This major new collection of articles was compiled and edited by Stanley C Hollander eminent marketing historian and Kathleen M Rassuli The editors provide an introduction to the literature followed by chapters on the history of marketing thought the historiography of marketing as well as chapters prepared by marketing speciality area consumer behaviour channels of distribution retailing product development pricing and advertising and promotion Obstructive Marketing Maitland Hyslop, 2016-05-23 In Obstructive Marketing Maitland Hyslop deals with a very negative kind of activity which embraces activities legal or otherwise designed to prevent or restrict the distribution of a product or service temporarily or permanently against the wishes of the product manufacturer service provider or customer When the author defined this phenomenon as Obstructive Marketing and started to research it more than a decade ago it was seen as a valid concept that was perhaps ahead of its time The World has moved on and in the era of globalization a study of this negative aspect of marketing is now required Obstructive Marketing is now seen as the business equivalent of asymmetric warfare which is increasingly understood because the rise of the South and East at the expense of the North and West has brought some Obstructive Marketing stratagems into sharp focus Using the author's own research this book explains what Obstructive Marketing is and why it is not called Anti Marketing The author explains who practises Obstructive Marketing where when and how and why businesses are particularly vulnerable when entering new markets and engaging in change and innovation Intriguing concepts such as cultural risk are illuminated along with formal links between Obstructive Marketing asymmetric warfare and terrorism This all leads to identification of the need for a strong Government Business partnership to counter the effects of this darkest kind of marketing Comparative Marketing Systems Erdener Kaynak, Ronald Savitt, 1984 **Marketing History--its Many Dimensions**, 1991 **Broadcasting & Cable**, 2006-03 **Review of Marketing** 1981 Ben M. Enis, Kenneth J. Roering, 2012-03-15 Daily Graphic Elvis Aryeh, 2002-05-30 **Marketing Forum**, 1991-04 **ABU Journal of Marketing Management**, 2006-06 **CIM Bulletin** Canadian Institute of Mining, Metallurgy and Petroleum, 2004 Daily Graphic Yaw Boadu-Ayebofoh, 2006-03-27 **Strathmore's Who's Who, 2000-2001** Strathmore Directories, Limited, 2001-05 Reports and Papers on Mass Communication Unesco. Mass Communication Techniques Division, 1977 **Etudes Et Documents D'information**, 1975 National Cultures and European Integration European Economic Community, Staffan Zetterholm, 1994-09-15 Provides a contribution to the contemporary debate on the cultural

dimension of European integration The contributors develop conceptual as well as empirical themes showing the importance of cultural diversity in Europe     **Pulp & Paper Magazine of Canada** ,1972     Pulp and Paper Magazine of Canada ,1972  
    Theoretical Developments in Marketing Charles W. Lamb,Patrick M. Dunne,1980     Rural Development Abstracts ,2006  
    *Working Paper* ,1998

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