

SAMPLE

COMM 223 SAMPLE Midterm Exam Total Marks: 100

January 29, 2013

Name: _____

Student ID Number: _____

INSTRUCTIONS:

There are 4 pages including this page.

Total Time is 90 minutes. If you follow the timing guidelines below every question, the paper should take you 1 hour and 15 minutes. You should spend the remaining 15 minutes going over the paper and making sure you've answered all questions.

Please read the questions carefully. For Section I, please circle the right answer clearly and mark on the Scantron. For Section II, the answers may be written in the space provided on the main answer sheet.

Use a pencil (NOT a pen) to fill out the Scantron, and a pen (NOT a pencil) to answer short-answer questions.

IMPORTANT: Make sure that you write your name and student ID number in the space provided **at the beginning of each section**. Booklets without names and student ID numbers will NOT BE GRADED.

At the end of the exam you must return the exam booklet.

This is a closed book exam. Turn off your cell phones.

ONLY PEN/PENCIL AND EXAM SHOULD BE ON YOUR DESK. BRING YOUR BAG TO THE FRONT WITH EVERYTHING ELSE IN IT. YOU WILL NOT HAVE ACCESS TO YOUR BAG DURING THE EXAM.

Please adhere to the Concordia University's policy on academic integrity throughout the test process.

GOOD LUCK!!

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Section I: Multiple Choice Questions (2 marks each)

Total Marks: 50 marks

Time Allocated: 25 minutes

This section contains 25 multiple-choice questions. For each question, select the best answer and mark the answers **both on the exam and on the Scantron**. This section is worth 50 marks total. Each question is worth 2 marks.

1. _____ is a person's favorable or unfavorable evaluations and tendencies toward an object or idea.
 - a. Attitude
 - b. Value
 - c. Self-concept
 - d. Belief
 - e. Perception
2. The main objective of Exploratory Research is
 - a. To define the problem and suggest hypotheses
 - b. Describe things, such as market potential, demographics, attitudes, etc.
 - c. Test hypotheses about cause-and-effect relationships.
 - d. To recommend marketing actions
 - e. To evaluate established hypotheses
3. Maslow's theory is that human needs are arranged in a _____ from the most pressing at the bottom to the least pressing at the top.
 - a. Hierarchy
 - b. Social class
 - c. Culture
 - d. Perception
 - e. Complex
4. "Our prices are the lowest, we guarantee it" is an example of a positioning strategy based on the product's
 - a. Competitors
 - b. Applications
 - c. Users
 - d. Class
 - e. Quality
5. The market growth rate axis in the BCG matrix provides a measure of:
 - a. Market attractiveness
 - b. The company's strength in the market
 - c. Decline of competitors
 - d. Relative power in the market
 - e. Synergies in the market

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6. Toyota runs several brands (Toyota, Lexus, Scion) covering different market segments. Which targeting strategy has Toyota adopted?
 - a. Differentiated marketing
 - b. Mass marketing
 - c. Niche marketing
 - d. Concentrated marketing
 - e. Micro-marketing

7. _____ is an important concept when we realize that losing a customer means losing more than a single sale. It means, instead, losing the entire stream of purchases that the customer would make over a lifetime of patronage.
 - a. Customer lifetime value
 - b. Heuristics
 - c. Net profit
 - d. Market share
 - e. Attitudes

8. _____ is the learned values, perceptions, wants, and behavior from family and other important institutions.
 - a. Culture
 - b. Influence
 - c. Motivation
 - d. Belief
 - e. Social contagion

9. Which form of data can usually be obtained more quickly and at a lower cost?
 - a. Secondary
 - b. Primary
 - c. Tertiary
 - d. Survey
 - e. Personal interview

10. Which of the following is the correct statement about product life cycle?
 - a. Costs are low at decline stage.
 - b. More competitors are entering the market at decline stage.
 - c. Majority of consumers are targeted at growth stage.
 - d. Sales are decreasing at growth stage.
 - e. Profit remains low at growth stage.

Questions 11-25...

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Section II: Short Answer Questions

Total Marks: 50 marks

Time Allocated: 50 minutes

This section contains 6 questions requiring short answers. Answer each question in **the space provided**. This section is worth 50 marks in total.

26. List the steps in consumer decision making process. (5 marks)
27. Explain how selective attention, selective distortion, and selective retention differ. (6 marks)
28. Explain BCG Growth Share Matrix and proper strategies associated with each cell in this matrix. (8 marks)

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29. In what aspects would perceptual maps help managers? (5 marks)
30. Give two examples of how you can segment a market and discuss the rationale for your segmentation scheme. (12 marks)
31. "Secondary data is cheaper than primary data." Do you AGREE or DISAGREE with this statement? Explain your answer. (14 marks)