

SAMPLE

COMM 223 SAMPLE Midterm Exam

Total Marks: 45

Time: 70 minutes

Name: _____

Student ID Number: _____

This is a sample midterm exam questions. The format of the midterm exam will be same as the sample exam That is, there will be twenty seven multiple choice questions, and three short answer questions. The total time is 70 minutes. If you follow the timing guidelines below every question, the paper should take you 60 minutes. You should spend the remaining 10 minutes going over the paper and making sure you've answered all questions.

GOOD LUCK!!

SAMPLE

Section I: Multiple Choice Questions (1 mark each)

Total Marks: 27 marks

Time Allocated: 30 minutes

This section contains 27 multiple-choice questions. For each question, select the best answer and mark the answers **both on the exam and on the Scantron.**

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. 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

SAMPLE

5. _____ 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

6. _____ 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

7. 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

8. 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 9-27...

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Section II: Short Answer Questions

Total Marks: 18 marks

Time Allocated: 30 minutes

This section contains 3 questions requiring short answers. Answer each question in **the space provided**.

28. Explain BCG Growth Share Matrix and proper strategies associated with each cell in this matrix. (6 marks)

29. Explain how selective attention, selective distortion, and selective retention differ. (6 marks)

SAMPLE

30. "Secondary data is cheaper than primary data." Do you AGREE or DISAGREE with this statement? Explain your answer. (6 marks)