



Cairo University  
Faculty of Computers and Artificial Intelligence  
Final Exam (Form B)



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تعليمات هامة

- حيازة التليفون المحمول مفتوحا داخل لجنة الامتحان يعتبر حالة غش تستوجب العقاب وإذا كان ضروري الدخول بالمحمول فيوضع مغلقا في الحقيبة.
- لا يسمح بدخول سماعة الأذن أو البلوتوث.

Choose the best answer for each of the following statements

1. P&G has sold off a number of lesser or declining brands such as Oxydol detergent and Jif peanut butter. In these examples, management decided to \_\_\_\_\_ the products.  
A) modify      B) maintain      C) drop      D) harvest
2. Which stage in the product life cycle is characterized by rapid market acceptance and increasing profits?  
A) introduction      B) maturity      C) growth      D) decline
3. Which of the following best characterizes the decline stage of product development?  
A) rapid market acceptance      B) slow sales growth  
C) sales and profits decline      D) high investment costs
4. Which of the following is true with regard to price?  
A) Historically, price has had the least perceptible impact on buyer choice.  
B) Price is the least flexible element in the marketing mix.  
C) Unlike product features and channel commitments, prices cannot be changed quickly.  
D) Price is the sum of all the values that customers give up to gain the benefits of having a product.
5. \_\_\_\_\_ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.  
A) Liabilities      B) Services      C) Brands      D) Consumer products
6. What sets the ceiling for product prices?  
A) product manufacturing costs  
B) sellers' perceptions of the product's value  
C) customer perceptions of the product's value  
D) variable costs
7. What sets the floor for product prices?  
A) consumer perceptions of the product's value      B) product costs  
C) competitors' strategies      D) advertising budgets
8. \_\_\_\_\_ pricing uses buyers' perceptions of value as the key to pricing.



- ☒ A) Customer value-based    B) Cost-based    C) Time-based    D) Markup
9. Retailers such as Costco and Walmart charge a constant, daily low price with few or no temporary price discounts. This is an example of \_\_\_\_\_ pricing.
- ☒ A) competition-based    ☒ B) everyday low    C) cost-plus    D) break-even
10. \_\_\_\_\_ involves setting prices based on the costs for producing, distributing, and selling the product plus a fair rate of return for effort and risk.
- ☒ A) Value-based pricing    B) Competition-based pricing  
☒ C) Cost-based pricing    D) Penetration pricing
11. Samsung Mobile plans to launch a new phone with a unit cost of \$270 and wants to earn a 10 percent markup on its sales. Samsung's markup price is \_\_\_\_\_.
- A) \$275    B) \$280    C) \$295    ☒ D) \$300
12. A company faces fixed costs of \$100,000 and variable costs of \$8 per unit. It plans to directly sell its product in the market for \$12. How many units must it produce and sell to break even?
- A) 20,000    ☒ B) 25,000    C) 30,000    D) 35,000
13. When a company sets a high price for a new product with the intention of reducing the price in the future, it is using the \_\_\_\_\_ pricing strategy.
- A) market-skimming    B) cost-plus    C) market-segmentation    D) market-penetration
14. Companies that set a low price for a new product in order to attract a large number of buyers and a large market share are using the \_\_\_\_\_ strategy.
- A) market-skimming pricing    B) market-penetration pricing  
 C) cost-plus pricing    D) inclusive pricing
15. Which of the following is true of optional-product pricing?
- A) It involves capitalizing on low value by-products.  
 B) It involves pricing products that can be added to the base product.  
 C) It is used to price a company's main product.  
 D) It involves setting geographically-specific prices.
16. Which of the following product mix pricing strategies involves pricing multiple products to be sold together?
- A) product line pricing    ☒ B) product bundle pricing  
 C) optional product pricing    D) by-product pricing
17. Retailers such as Costco and Walmart charge a constant, daily low price with few or no temporary price discounts. This is an example of \_\_\_\_\_ pricing.
- A) competition-based    ☒ B) everyday low    C) cost-plus    D) break-even
18. \_\_\_\_\_ pricing involves charging higher prices on an everyday basis but running frequent promotions to lower prices temporarily on selected items.
- ☒ A) High-low    B) Everyday low    C) Cost-plus    D) Break-even
19. Companies that adopt value-added pricing \_\_\_\_\_.
- A) consider value-added features as a fitting substitute for aggressive cost cutting  
 B) set incredibly low prices to meet competition

Model (B) 2

- C) attach value-added features and services  
 D) overprice their products without any
20. The sets of firms that supply companies finances, and expertise needed to create \_\_\_\_\_
- A) retailers    B) upstream partners
21. Which of the following terms refers to the firm and its customers?
- A) factory-supply networks  
 C) resource banks
22. A \_\_\_\_\_ is a set of interdependent uses or consumption by the consumer or \_\_\_\_\_
- A) product line  
 C) marketing channel
23. In a(n) \_\_\_\_\_ channel, the same means of distribution are used by all \_\_\_\_\_ consumers.
- A) tiered    B) direct
24. A marketing channel that consists of one channel.
- A) cyclic    B) upstream
25. Conflict that occurs among firms at the \_\_\_\_\_ level.
- A) multitiered    B) horizontal
26. A company's total marketing communication, promotion, public relations, personal selling, and other communication methods that describe this set of communications to \_\_\_\_\_
- A) the product mix    B) product line
27. Any paid form of nonpersonal presentation of goods, services, or ideas by a \_\_\_\_\_ sponsor is called \_\_\_\_\_.
- A) sales promotion    B) advertisement
28. \_\_\_\_\_ includes sales presentation and promotion.
- A) Direct marketing    B) Sales promotion
29. Though the \_\_\_\_\_ method of sales promotion, it is a way to think about the relationships among sales and promotion.
- A) percentage-of-sales    B) incentive
30. Under which promotional mix strategy do you use members to induce them to carry out the promotion?



- ☒ C) attach value-added features and services to differentiate their offers and support their higher prices  
D) overprice their products without any apparent justification

20. The sets of firms that supply companies with the raw materials, components, parts, information, finances, and expertise needed to create products or services are known as \_\_\_\_\_.  
A) retailers ☒ B) upstream partners C) distributors D) downstream partners

21. Which of the following terms refers to the wholesalers and retailers that form a vital link between the firm and its customers?  
A) factory-supply networks ☒ B) downstream partners  
C) resource banks D) upstream partners

22. A \_\_\_\_\_ is a set of interdependent organizations that help make a product or service available for use or consumption by the consumer or business user.  
A) product line ☒ B) product delivery network  
C) marketing channel D) consumer base

23. In a(n) \_\_\_\_\_ channel, the same member both produces and distributes a product or service to consumers.  
A) tiered ☒ B) direct C) platform D) vertical

24. A marketing channel that consists of one or more intermediaries is known as a(n) \_\_\_\_\_ marketing channel.  
A) cyclic B) upstream ☒ C) indirect D) direct

25. Conflict that occurs among firms at the same level of the marketing channel is known as \_\_\_\_\_ conflict.  
A) multitiered ☒ B) horizontal C) vertical D) prolonged

26. A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. Which of the following terms best describes this set of communications tools?  
A) the product mix B) product line filling ☒ C) the promotion mix D) the price mix

27. Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called \_\_\_\_\_.  
A) sales promotion ☒ B) advertising C) direct marketing D) personal selling

28. \_\_\_\_\_ includes sales presentations, trade shows, and incentive programs.  
A) Direct marketing B) Sales promotion ☒ C) Personal selling D) Public relations

29. Though the \_\_\_\_\_ method of setting an advertising budget is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit, it wrongly views sales as the cause of promotion rather than the result.  
☒ A) percentage-of-sales B) integrated C) competitive-parity D) objective-and-task

30. Under which promotional mix strategy does the producer direct its marketing activities toward channel members to induce them to carry the product and promote it to final consumers?



52. \_\_\_\_\_ marketing consists of activities undertaken to create, maintain, or change the attitudes and behaviors of target consumers toward an organization.  
 A) Social network ☒ B) Organization C) Niche D) Location
53. \_\_\_\_\_ marketing consists of activities undertaken to create, maintain, or change attitudes toward particular people. People ranging from presidents, entertainers, and sports figures to professionals such as doctors, lawyers, and architects use it to build their reputations.  
 A) Corporate image ☒ B) Person C) Social D) Organization
54. Tourism Australia's global marketing campaign, "There's nothing like Australia" is an example of \_\_\_\_\_ marketing.  
 A) corporate image B) person C) organization ☒ D) place
55. New product development starts with \_\_\_\_\_.  
 A) concept development ☒ B) idea screening C) idea generation D) concept testing
56. Public health campaigns designed to reduce alcoholism, drug abuse, smoking, and obesity are all examples of \_\_\_\_\_ marketing.  
 A) internal ☒ B) social C) organization D) person
57. Which of the following refers to the course that a product's sales and profits take over its lifetime?  
 A) total product process B) service life C) product mix ☒ D) product life cycle
58. Which of the following statements characterizes the introduction stage of the PLC?  
 A) There are increased marketing outlays.  
 B) Profits are nonexistent.  
 C) The company incurs minimal expenses.  
 D) The product achieves acceptance by most potential buyers.
59. Which of the following stages of the PLC is characterized with the same level or slightly higher level of promotional expenditures in an attempt to respond to increasing competition?  
 A) growth B) decline C) maturity ☒ D) product development
60. When a product is in the maturity stage, the company should most likely consider \_\_\_\_\_.  
 A) harvesting the product or market  
 B) modifying the product, market, or marketing mix  
 C) divesting the product line  
 D) liquidating the firm's assets

GOOD Luck