Exam 1

Course Title:	**Terminología Especializada en Mercadotecnica y Diseño**
Course ID:	**IT0942 (Marron, 25-2)**
Cohort ID:	**9A**
Exam Date:	**12 Feb 2025**

General Instructions: Print your name in the upper right-hand corner of this paper. Read each item carefully. Be sure that you understand exactly what is being asked of you. Begin your answers on the backside of this paper and add extra sheets of paper as needed. Be sure to write your name on any extra sheets of paper. Staple all exam papers together when you are finished.

Do not look at other student's exams. If you have a question or a request during the exam, raise your hand and the instructor will call on you.. Do not leave your desk without permission. If you finish early, raise your hand and the instructor will call on you.

This is a closed book exam. Attempt to answer all questions, even if you are uncertain. Whenever possible, provide answers in bullet list format with complete content. Tasks will be evaluated by sub-tasks. Three (3) points are available for each sub-task: Accuracy (1 pt), Completeness (1 pt), and Sufficiency (1 pt). Points will be awarded in 0.1 increments. Answer in English unless requested to do so otherwise.

Task 1 (6 pts)
Highlight the major points from your summary paper of the excerpts from Chapter 1, "Introducing the History of Marketing Theory and Practice" (Ellis et al.). Provide a brief critique of this information.

Task 2 (6 pts)
Highlight the major points from your summary paper of the excerpts from Konrod's,"Language Research in Marketing". Provide a brief critique of this information.

Task 3 (6 pts)
Highlight the major points from your summary paper of the excerpts from Chapter 3, "What's the Story? Analysing Marketing Discourse" (Ellis et al.). Provide a brief critique of this information.

Task 4 (9 pts)
Economics is the study of choice under conditions of scarcity. Scarcity refers to a lack of goods (commodities) and services. Market economies are the most effective method of resource allocation under scarcity. Marketing is 'applied economics' and performs a valuable service for effective resource allocation.

Evaluate the statements above by answering the following questions:
1. Is scarcity real? That is, do you agree with the first axiom of economic theory? [Axiom 1: As a society, our resources—land, labor, and capital—are insufficient to produce all the goods and services we might desire.]
2. Are market economies efficient resource allocation systems? Are they just? Why is it that we do not all start in the same place in the economic race under a market system?

3. How does marketing fit into the cycle of production and consumption? Does marketing provide a valuable service for effective resource allocation?

Task 5 (9 pts)

People in any given society hold many beliefs and values. Core beliefs and values have a high degree of persistence and are resistant to change. Secondary beliefs and values are more open to change. Marketing is "a collection of coherent, and relatively powerful and persuasive ideas which above all else affirm a set of values about how organisations and individuals should conduct themselves,.. (Ellis et al.). Advertising is useful to the consumer because it helps them make more effective decisions in a market economy.

Evaluate the statements above by answering the following questions:
1. How do core beliefs compare between México and the US? Frame your answer by comparing people's views of i) organizations and government , ii) secular and religious society, iii) nature, and iv) progress.
2. Is marketing truly a conduit for useful information for people, or is it behavioral manipulation of consumers? Explain.
3. Can marketing change core beliefs and values? If not, how and why does marketing succeed?

Task 6 (6 pts)

People use products, brands, and services as a means of self-expression, and they buy products and services that match their views of themselves.

Evaluate the statement above by answering the following questions:
1. Do you agree with the statement? Why or why not.
2. Do your values affect your product choices? Are there product messages "that speak to you"? Explain.