

PRINCIPLE OF MARKETING

FINAL EXAMINATION ABM 11

NAME: _____ Date _____

Year & Section: _____ Score _____ Equivalent _____

Test I - Matching TYPE: Match column A with its description in Column B by placing the letter of the definition in the space preceding.

- | | |
|---------------------------------|--|
| 1. _____ Generic Category | A. Brand name should be highly recognizable |
| 2. _____ Tagline | B. Special recipes or secret ingredients |
| 3. _____ Tradename | C. Class in which a brand should explicitly specify/fall |
| 4. _____ Scent | D. Trademarked by which products are known |
| 5. _____ Logo | E. Creates signature atmospheric fragrance |
| 6. _____ Portmanteaus | F. Catchphrase such as Panasonic "Ideas for Life" |
| 7. _____ Synthetic | G. Brand name is not dictionary but an invented one |
| 8. _____ Eponyms | H. Names of the original founders or historical people |
| 9. _____ abbreviation | I. Combination of two words make a new word |
| 10. _____ Symbolic/image driven | J. Visual symbols or image that identifies a product |
| | K. Short advisable name to easily recall a brand |

Test II. Multiple Choice: (20 Items Read, analyze and Select and encircle the correct answer)

11. The mode by which the product concepts seeks to make money so that it can have a sustainable operation.
a. Product b. Price c. **Business model** d. Business Plan
12. The road map for bringing the product idea to life and it specifies the details that would help to make the selected business model work.
a. **Business Plan** b. Sponsorship c. Product d. Price
13. The identifies market opportunity that the proposed business seek to address.
a. Environmental analysis b. **Statement opportunity** c. Risk analysis d. Forecast
14. This refers to the estimated total potential market along with descriptions of the different possible market segment and their estimated sizes.
a. Environmental Analysis b. Competitive analysis c. Forecast d. **Market Estimates and segment**
15. Tangible products that consumers can actually observe with their senses. Goods are objects with physical manifestations and attributes
a. Services b. **Goods** c. user interface d. perception map

Sample Answers For Icm Marketing Principle Exams

Arturo Cuomo



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Electronics ,1971 Quirk's Marketing Research Review ,2007 Handbuch Controlling der Kommunikation Franz-Rudolf Esch,Tobias Langner,Manfred Bruhn,2016-04-19 Der vierte Band der Handbuchreihe Kommunikation beschäftigt sich mit dem Kommunikationscontrolling das die wirkungsvolle Steuerung und Kontrolle von Kommunikationsmaßnahmen sowie die Steigerung von Effektivität und Effizienz ermöglicht Führende Experten liefern fundiertes Know how für ein erfolgreiches Kommunikationscontrolling und zur Messung des Wertbeitrags der Kommunikation Auf Basis eines management und verhaltenswissenschaftlichen Marketingansatzes werden konkrete praxisrelevante Grundlagen sowie Handlungsempfehlungen zur Steuerung und Kontrolle von Kommunikation gegeben China Monthly Data ,1995

Emmy ,1994 The Hollywood Reporter ,2006 Dissertation Abstracts International ,2003 RCM Midwives Journal ,1999 **Adweek** ,1990 Vols for 1981 198 include four special directory issues **Petroleum Review** ,2008

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