

Grade	Examiners' Signature	Proctor's Signature

Question 1 (5 Marks)

Please tick (✓) in the appropriate answer. Each correct answer is a 0.25 mark

1. A small, specific group of customers that are poorly targeted or not targeted at all. It is called...

- | | |
|-------------------|-----------------------|
| a. Market segment | c. Market niche |
| b. Target market | d. Market positioning |

2. For one company, a long distribution channel will NOT work best in which conditions

- | | |
|---------------------------------|--|
| a. Simple product | c. Customers are geographically dispersed |
| b. Low desire of intermediaries | d. Large numbers of qualified intermediaries |

3. Thanh is a fresh graduate student. He just got a job at a famous auditing company. Thanh works very hard and tries to be early at all meetings he attends. He wants his colleagues and boss to see him as a serious, professional person. In this case, identify which self-concept is?

- | | |
|------------------------|------------------------------|
| a. Actual self-concept | c. Ideal self-concept |
| b. Social self-concept | d. Ideal Social self-concept |

4. Which of the following is NOT a need?

- | | |
|--------------------------|------------|
| a. Rice noodle with beef | c. Clothes |
| b. Foods | d. Drinks |

5. When back by buying power "want" become:

- | | |
|-------------|----------|
| a. Demands | c. Needs |
| b. Exchange | d. Goods |

6. A market segmentation

- | |
|--|
| a. Cannot be profitably served by an organization |
| b. Will respond to a marketing mix in a similar way |
| c. Is best served with a "one size fits all" approach |
| d. Contains consumers who are different from one another |

7. Which one is NOT enhancing service:

- | | |
|----------------|-----------------|
| a. Hospitality | c. Consultation |
|----------------|-----------------|

- b. Order taking d. Safekeeping
8. Which of the following is NOT one of the major macro environments?
- a. Economic c. Social culture
- b. Political d. Customers
9. Which product (s) will most likely be intensively distributed?
- a. BMW car c. Olympus digital camera
- b. Nike running shoes d. Coca-cola
10. The availability of know-how will be examined when conducting research on which following force?
- a. Potential of new entrants c. Power of suppliers
- b. Competitors d. Power of customers
11. From the customer side, factors affecting consumer buying behavior are
- a. Culture, social, Psychological, and personal
- b. Product, Price, Place, and Promotion
- c. Political and legal, economic, social and cultural, and technological
- d. Competitors, suppliers, substitutes, and distributors
12. Hoa always knows about the trendiest fashion. She actively shares her knowledge with a wide group of friends and colleagues about where to shop for cutting-edge fashions at great deals, and her advice is often followed. Hoa is an example of a:
- a. Non-membership groups c. Aspirational groups
- b. Membership groups d. Secondary groups
13. Which ones are NOT appropriate conditions for applying a skimming pricing strategy?
- a. The target market is highly price-sensitive
- b. Products have high quality and good brand
- c. Competitors should not be able to enter the market easily
- d. The target market is not highly price sensitive
14. What is the core benefit of using a taxi?
- a. Transportation c. Safe
- b. Convenient d. Fast
15. At the end of each semester, the school emails study results and other key information to students. This service is.....
- a. Consultation c. Hospitality
- b. Information d. Exception
16. The pricing approach in which the firm should compute its product cost and then add a mark-up to this cost. This is
- a. Cost-based approach c. Competitor based approach

- b. Market-based approach d. Customer-based approach
17. Which of the following is NOT a form of direct marketing?
- a. Public relation c. Kios marketing
- b. Telephone marketing d. Direct-mail marketing
18. A company sells its product in the company showroom. In this case, the company uses how many levels in its distribution channels?
- a. Channel level zero c. Channel level two
- b. Channel level one d. Channel level three
19. The.....concept is aligned with the philosophy of continuous product improvement and the belief that customers will choose products that offer the most in quality, performance and innovative features
- a. Marketing c. Production
- b. Product d. Societal marketing
20. The facilitating services include:
- a. Information, order taking, billing, and payment
- b. Consultation, hospitality, safekeeping, exceptions
- c. After-sale services, installation, warranty, and providing information
- d. Order taking; payment, hospitality, and consultation

Question 2: (3 marks)

Pls. tick (✓) in the appropriate answer. Each correct answer is 1/7 mark.

TT	Statement	True	False
1	The more complicated and technical product, the shorter the distribution channel		
2	The more customers, the greater customer power		
3	Donations is belonging to public relation		
4	The higher the entry barrier, the less potential of new entrants		
5	Setting a high price for a new product to maximize profit. The company makes fewer but more profitable sales. This is a skimming pricing strategy		
6	The more substitutes, the stronger competition in an industry		
7	A strategy that involves the use of intensive marketing promotion aimed at wholesalers and retailers is called “push strategy”		
8	Advertising on Tivi has a fleeting exposure		
9	The longer the distribution channel, the lower level of control		

10	High attention happened when consumers lack information on satisfactory options		
11	The price sensitivity of the target market is a necessary condition to apply a skimming pricing strategy		
12	“How old are you”? This is an open question		
13	Spending patterns should be reviewed when analyzing “economic” forces in the macro environment		
14	Experienced CEO is an opportunity for the company		
15	Rice with pork is a want		
16	Strengths and weaknesses come from the external environment		
17	Advertising on Tivi has a fleeting exposure		
18	Short term incentives to encourage the purchase of a product is ‘sales promotion’		
19	The population of Vietnam in 2021 is about 98,5 million. This is secondary data		
20	Conflicts among members at the same level within the channel are called ‘horizontal channel conflict’		
21	A large number of intermediaries are used, making the products available widely called “Intensive distribution”		

Question 3 (1 mark)

In order to improve the Library service quality at “The Northern University”. The Chairman had decided to conduct market research. Please support them by developing TWO questions of each following types:

- Dichotomous
- Likert scale

Question 4 (1 mark)

What is primary data? What are pros and cons? Provide 2 examples of ‘Primary data’

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Question 1 (5 Marks)

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- Promotional mix consists of
 - Advertising, sale promotion, public relation, direct marketing and personal selling
 - Direct marketing, sale promotion, distribution, Advertising and personal selling
 - Customer care, public relation, direct marketing, sale promotion, and personal selling
 - Public relation, customer care, direct marketing, sale promotion, and pricing
- Due to the complicated happenings of Covid-19, the University constantly updates the schedule for students. This service is.....
 - Consultation
 - Information
 - Hospitality
 - Exception
- For one company, a short distribution channel will NOT work best in which conditions
 - Highly technical product
 - Good finance
 - Customers are concentrated
 - Customer frequently purchase product
- Linh is a famous singer. She has many fans across of the whole country. She was chosen to promote the perfume with brand of "Hoa Hong". She is an example of a:
 - Non-membership groups
 - Membership groups
 - Opinion leader
 - Experiential source
- The.....concept is aligned with the philosophy that consumers will favour products that are available and highly affordable
 - Production
 - Product
 - Marketing
 - Societal marketing
- What is core benefit of using airplane?
 - Safe
 - Fast
 - Transportation
 - Convenient
- From the customer side, factors affecting consumer buying behavior are

- a. Product, Price, Place and Promotion
 - b. Political and legal, economic, social and culture and technological
 - c. Culture, social, Psychological and personal
 - d. Competitors, suppliers, substitutes and distributors
8. Dividing a market into distinct groups with distinct needs, characteristics, or behavior who might require separate products or marketing mixes. It is called.....
- a. Market segment
 - b. Target market
 - c. Market niche
 - d. Market positioning
9. The relationship between China and America will be analyzed in which force of the macro environment?
- a. Political
 - b. Economic
 - c. Culture
 - d. Nature
10. Customers feel embarrassment from others. This is risk
- a. Psychological risk
 - b. Physical risk
 - c. Social risk
 - d. Functional risk
11. A company sell its product to its retailers and customers buy the product from its retailers. In this case the company uses how many levels in its distribution channels?
- a. Channel level zero
 - b. Channel level one
 - c. Channel level two
 - d. Channel level three
12. Hoa is always knows about the trendiest fashion. She actively shares her knowledge with a wide group of friends and colleagues about where to shop for cutting-age fashions at great deals, and her advice is often followed. Hoa is an example of a:
- a. Non-membership groups
 - b. Membership groups
 - c. Aspirational groups
 - d. Secondary groups
13. Which of the following is NOT a need?
- a. Clothes
 - b. Foods
 - c. Beef-steak
 - d. Drinks
14. Your marketing department is researching the size, density, age, occupation of target market. Which's environment is being researched?
- a. Culture
 - b. Demographic
 - c. Geographic
 - d. Economic
15. The enhancing services include:
- a. Information, order taking, billing and payment
 - b. Consultation, hospitality, safekeeping, exceptions
 - c. After sale services, installation, warranty and providing information
 - d. Order taking; payment, hospitality and consultation

16. The place the product occupies in customer's mind relative to competing product is called
- Marketing targeting
 - Marketing segmentation
 - Product positioning
 - Image psychology
17. When setting selling price, a firm considers closely its competitors' prices. This approach is
- Cost-based approach
 - Market based approach
 - Competitor based approach
 - Customer based approach
18. Customer buy company's products in retailing stores (super-market; min-mart...). Regional distributors distribute company product to retailers. In this case the company uses how many levels in its distribution channels?
- Channel level zero
 - Channel level one
 - Channel level two
 - Channel level three
19. Which ones are NOT appropriate conditions for applying penetration pricing strategy?
- The target market is highly price sensitive
 - The price must help keep out the competition
 - Competitors should not be able to enter the market easily
 - Production & distribution costs fall sharply when sales volume increases
20. When back by buying power "want" become:
- Demands
 - Exchange
 - Needs
 - Goods

Question 2: (3 marks)

Pls. tick (✓) in the appropriate answer. Each correct answer is 1/7 mark.

TT	Statement	True	False
1	"What is your main job"? This is an opened question		
2	The price sensitivity of the target market is a not necessary condition to apply penetration strategy		
3	Advertising is in promotional mix		
4	Experienced CEO is a strength of the company CEO is working for the company and belong to the internal environment		
5	Population of Vietnam in 2020 is about 97 million. This is primary data		
6	The more substitutes, the less competition of an industry		
7	A strategy involves promoting the product directly to end-use consumers called "push strategy"		

	Push strategy is a strategy where promoting the product directly to intermediaries, not end-use customers		
8	Advertising on Tivi has a high competition		
9	The longer distribution channel, the higher level of control		
10	Setting a low price for a new product in order to attract a large number of buyers and a large market share. This is penetration pricing strategy.		
11	The lower entry barrier, the fewer potential of new entrants		
12	Low attention happened when consumers lack information of satisfied options		
13	Population should be reviewed when analyzing “nature” force in macro environment		
14	Rice with pork is a need		
15	The more customers, the lower customer power		
16	Strengths and weaknesses are come from internal environment		
17	Advertising on Tivi has a less audience selectivity		
18	Conflicts between different levels within the same channel called “vertical channel conflict”		
19	The more complicated and technical product, the longer distribution channel		
20	Short term incentives to encourage the purchase of a product is ‘advertising’		
21	Products are sold through a relatively small number of intermediaries called “shopping distribution”		

Question 3 (1 mark)

In order to improve the education quality, the Dean of the Faculty of Economics and Management decides to conduct a survey to evaluate student satisfaction. Please support them by develop TWO questions of each following type:

- Dichotomous
- Importance scale

Question 4 (1 mark)

What is secondary data? What are pros and cons? Provide 2 examples of ‘Secondary data’