

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

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Huangqi Zhang



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Table of Contents Principles Of Marketing Final Exam Paper

1. Understanding the eBook Principles Of Marketing Final Exam Paper
 - The Rise of Digital Reading Principles Of Marketing Final Exam Paper
 - Advantages of eBooks Over Traditional Books
2. Identifying Principles Of Marketing Final Exam Paper
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Principles Of Marketing Final Exam Paper
 - User-Friendly Interface
4. Exploring eBook Recommendations from Principles Of Marketing Final Exam Paper
 - Personalized Recommendations

- Principles Of Marketing Final Exam Paper User Reviews and Ratings
- Principles Of Marketing Final Exam Paper and Bestseller Lists
- 5. Accessing Principles Of Marketing Final Exam Paper Free and Paid eBooks
 - Principles Of Marketing Final Exam Paper Public Domain eBooks
 - Principles Of Marketing Final Exam Paper eBook Subscription Services
 - Principles Of Marketing Final Exam Paper Budget-Friendly Options
- 6. Navigating Principles Of Marketing Final Exam Paper eBook Formats
 - ePub, PDF, MOBI, and More
 - Principles Of Marketing Final Exam Paper Compatibility with Devices
 - Principles Of Marketing Final Exam Paper Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Principles Of Marketing Final Exam Paper
 - Highlighting and Note-Taking Principles Of Marketing Final Exam Paper
 - Interactive Elements Principles Of Marketing Final Exam Paper
- 8. Staying Engaged with Principles Of Marketing Final Exam Paper
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Principles Of Marketing Final Exam Paper
- 9. Balancing eBooks and Physical Books Principles Of Marketing Final Exam Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Principles Of Marketing Final Exam Paper
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Principles Of Marketing Final Exam Paper
 - Setting Reading Goals Principles Of Marketing Final Exam Paper
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Principles Of Marketing Final Exam Paper
 - Fact-Checking eBook Content of Principles Of Marketing Final Exam Paper

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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