1. State 4Cs, 4Ps, and 7Ps

- 4Cs: Marketing Mix
    1. Convenience
    2. Consumer
    3. cost
    4. communication
- 4Ps: Target Market
    1. Product
    2. Price
    3. promotion
    4. place
- 7Ps: Marketing Mix
    1. product
    2. price
    3. promotion
    4. place
    5. people
    6. process
    7. physical evidence

2. How to make a marketing plan?

1. Define the current business situation and how we got there whatever the way you follow.
2. 5Ws strategy (Who, What, Where, why, when)
3. Define problems/weakness points and opportunities facing the business.
4. Define the strategy and programs to achieve the objectives.
5. Establish objectives to solve the weak point and catch the opportunities.

3. Why study Marketing?

1. Marketing Enables Profitable Transactions to Occur
2. Marketing Delivers Value
3. Marketing Benefits Society
4. Marketing generates sales.
5. Marketing Offers People Career Opportunities

4. Define Marketing?

- The activity, set of Organizations, and processes for creating, communicating, delivering, and exchanging offerings Value for customers, clients, partners, and society.

5. What is Marketing?

- Marketing Is the process of getting the right product (goods or services or ideas) to the right people at the right place, right time, right price, and with right promotion.

6. Mention Factors Influencing Consumer Behavior

1. Cultural: (Subculture, and Social Class)
2. Social (Reference Groups, Family, and Roles & Status)
3. Personal (Age & Life-Cycle Stage, Lifestyle, and Personality & Self-Concept)
4. Psychological (Motivation, Learning, and Beliefs & Attitudes)

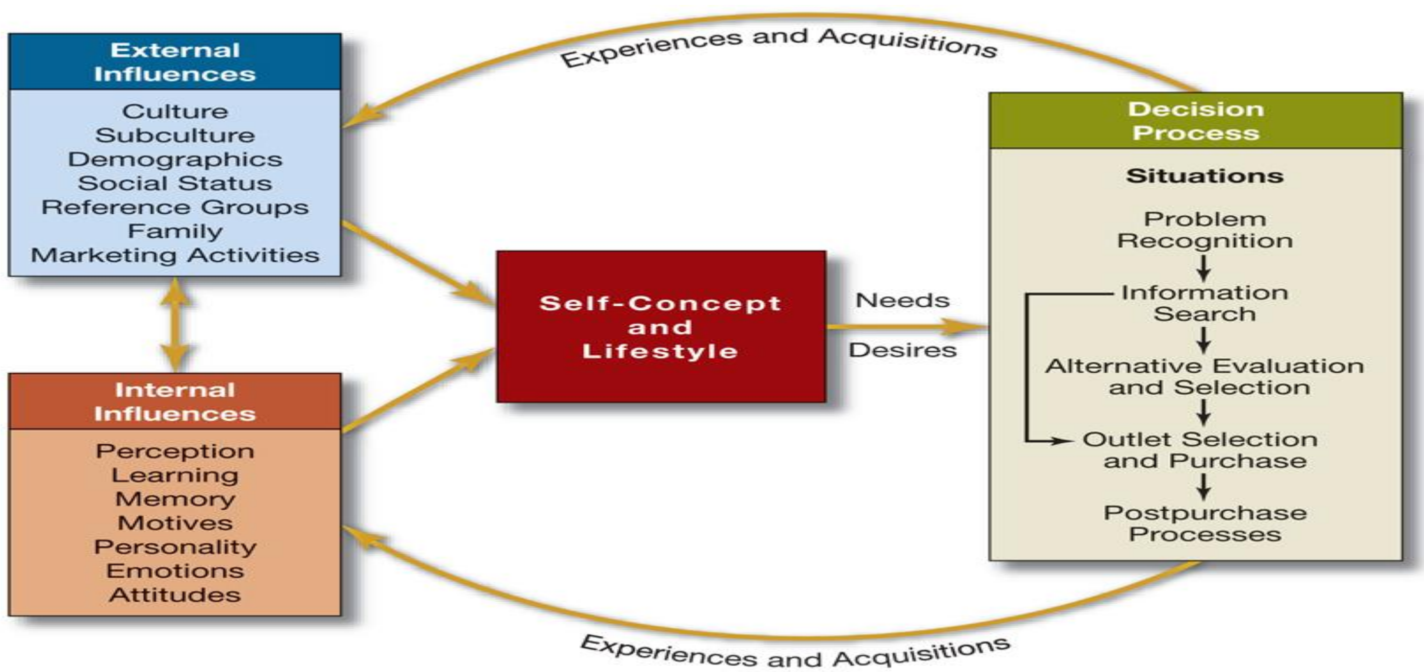
7. Define: STP

1. Market segmentation: is when you divide your visitors and customers into segments, or groups.
2. Target market: refers to a subgroup of the total market selected as the main point for the marketing.
3. Positioning and Differentiation: refers to the ability to influence consumer perception concerning a brand or product relative to competitors.

8. Types of buyers Behavior?

1. Opportunist: a switcher
2. Dealer: seeks the best deal.
3. Creative: asks for a customized product.
4. Trader: asks for extra.
5. Negotiator: seeks discounts.

9. Define the Nature of Consumer behaviour? (Draw)



10. what is market share?

- Market share is the percent of total sales in an industry generated by a particular company.

11. Types of buying behavior?

1. Routine or programmed: (Habitual purchase) low involvement of buyer.
2. Limited decision making: some consideration & evaluation.
3. Extensive decision making: High involvement buying, requires detailed consideration.
4. Impulse buying.

12. Why Marketing is important?

1. Good marketing is no accident.
2. It is both an art and a science.
3. it results from careful planning and execution.
4. skillful marketers are updating classic practices & inventing new ones to find creative, practical solutions to new marketing.

13. What are the top qualities of a successful marketing manager?

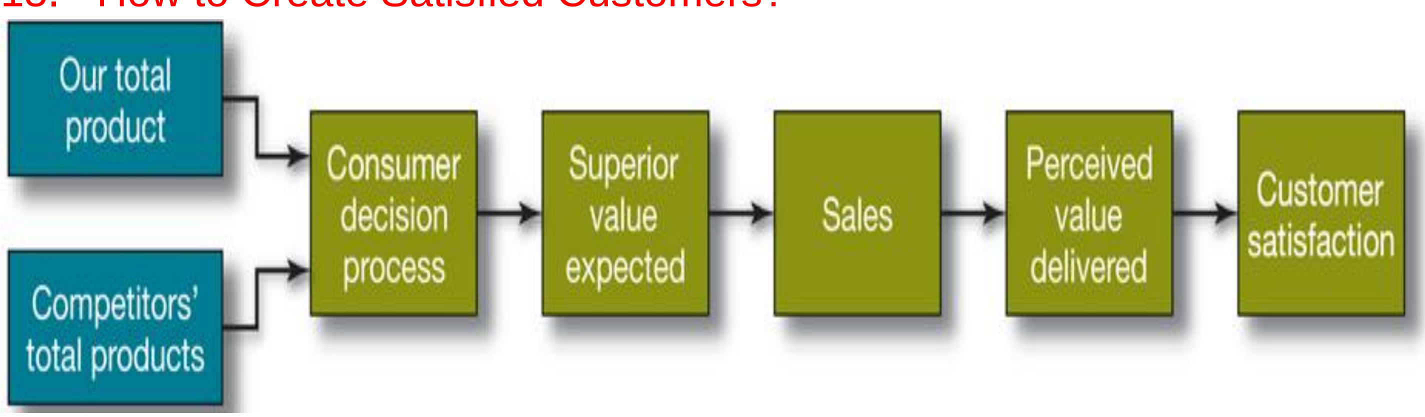
1. Curiosity and innovative thinking
2. creativity
3. good people skills
4. the marketing manager will also have to be a good leader.
5. A manager will coordinate with IT personnel.
6. Adaptability
7. sales minded.

14. Define the communication skills?

- Communication is (Listen, understand, and Act & React) and divided into 3 channels of delivering types:

1. Nonverbal: Body language (posture) and Expression (Gestures)
2. Tones: sounds
3. Verbal: saying words and typing words

15. How to Create Satisfied Customers?



16. True and False

- One of the best reasons for expansion of business is to reach out to a new group of customers.
- The main goal of customer service should not be to meet customer expectations but to exceed them (must exceed consumer expectations)
- Customer satisfaction is the extent to which a firm fulfills a consumer's needs, desires and expectations.
- Market Segmentation Based on qualities or specifications that they have in common.
- Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period.
- Study of consumer behavior is a complex exercise.
- product: cost plus.
- service: cost value