

***UNIVERSITY OF ECHAHID HAMMA LAKHDAR***

***Faculty of economic, business, and management* *sciences***

***Level and specialty: Third year Marketing***

***Academic year:* 2021 /2022**

***Name: ………………………………………. Group ……………….***

***English Exam***

**Activity 1:**

Outstanding marketing companies go to great lengths to learn about and **understand their customers’ needs, wants and demands**. They conduct consumer research about consumer likes and dislikes. They **analyse customer complaint**, enquiry, **warranty** and service data. They observe customers using their own, competing products, and train salespeople to be on the lookout for **unfulfilled customer needs**. Understanding customer needs, wants and demands in detail provides important input for **designing marketing strategies.**

1. What is the definition of « needs »?

Definition of **Human needs:**  are states of felt deprivation.

1. Extract from the text two words are opposite in the meaning.

Likes ≠ dislikes

1. Translate the underline expressions in the paragraph to Arabic.

**Understand their customers’ needs, wants and demands =** فهم حاجات ورغبات وطلبات العميل

**Analyse customer complaint=**تحليل شكوى العميل

**Warranty =**ضمان

**Designing marketing strategies =**تصميم الاستراتيجيات التسويقية

**Unfulfilled customer needs**. =حاجات العميل غير المحققة .

**Activity 2:**

**Complete the following table with : Price, Product, Place, Promotion**

|  |  |  |  |
| --- | --- | --- | --- |
| **Promotion** | **Price** | **Product** | **Place** |
| Persuade target customers  Personnel selling | Discounts  Allowances | Variety  Packaging | Locations  Transport |

**Activity 3:Match each term with the appropriate concept**

|  |  |
| --- | --- |
| **The term** | **The concept** |
| The product concept | Maintains or improves both the consumer’s and society’s well-being |
| The production concept | Achieving organisational goals depends on determining the needs and wants of target markets |
| The marketing concept | Holds that consumers will favour products that offer the most quality, performance and innovative features |
| The societal concept | Holds that consumers will favour products  that are available and highly affordable |

**Activity 4: translate the following expressions to English**

**تجزئة السوق=Market segmentation**

**استهداف السوق=Market targeting**

**الأهداف التسويقية=Marketing goals**

**تموضع المنتج= Product positioning**

**المزيج التسويقي=. Marketing Mix**

**Good luck**

Your English teacher

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