

Lhadj Lakhder University of Batna I
Faculty of Economic, Commerce, and Management
Department of Commerce
Second Term English Examination for
M1 Service Marketing Students

Name :

Answer Key
Tick the appropriate answer

Group :

- 1- Yotel is a
- a- hotel chain
 - b- supermarket
 - c- electronic bookstore
 - d- restaurant chain
- 2- TV adverts are form of advertising
- a- Cheaper
 - b- the cheapest
 - c- more expensive
 - d- the most expensive
- 3- Which of the following adverts uses the 'emotional appeal' technique
- a- the fear of hair fall.
 - b- a dentist recommending a toothpaste
 - c- a woman taking care of her baby
 - d- a man having a very comfortable plane trip
- 4- which of the following adverts uses the 'scientific authority' technique
- a- the fear of hair fall
 - b- a dentist recommending a toothpaste
 - c- a woman taking care of her baby
 - d- a man having a very comfortable plane trip

5- which of the following adverts uses the 'association of ideas' technique

- a- the fear of hair fall
- b- a dentist recommending a toothpaste
- c- a woman taking care of her baby
- d- a man having a very comfortable plane trip

6- Effective selling requires

- a- describing the product/service aspects
- b- describing the product/service benefits
- c- Describing the product/service prices
- d- Describing the product/service usage

7- USPs refer to

- a- common benefits of competitive products
- b- specific aspects of common products
- c- the difference with competitive products
- d- Unique Selling Procedures

8- QXL is

- a- an electronic market
- b- an online bookstore
- c- a bricks-and-mortar market
- d- an outlet store

9- Which of the following points is out of the trade fairs' objectives

- a- exhibiting products
- b- raising prices
- c- listening to customers' inquiries
- d- testing new markets

10- Trade fairs staff need to be

- a- well trained

- b- well designed
- c- well established
- d- well documented

11- TV adverts are than radio adverts.

- a- the best
- b- the worst
- c- better
- d- good

12- They sell models in the world.

- a- the cheapest
- b- Cheaper
- c- more expensive
- d- expensive

13- Our prices are in the market.

- a- reasonable
- b- higher
- c- more reasonable
- d- the most reasonable

14- This shop has Reputation.

- a- better
- b- Worse
- c- the best
- d- high

15- BMI is successful airlines

- a- a
- b- very
- c- among

d- one of the most

16- the new Sales Manager tomorrow. I have an appointment with him

a- I will meet

b- I have to meet

c- I meet

d- I'm meeting

17- I finished with the results. the sales report

a- I'm writing

b- I'm going to write

c- I wrote

d- I've written

18- When you travel abroad you try some of the local dishes

a- have to

b- need to

c- should

d- must

19- this bank offers interest rate than other banks

a- the highest

b- a higher

c- a high

d- the lowest

20- Their products are than ours.

a- the cheapest

b- more expensive

c- most expensive

d- very expensive