



Answers

1/ Read the following statements then say whether they are True or False.10pts

Statements	True	False
* Service marketing is the process of promoting and selling tangible goods to specific group of people.		✗
* Sustainability seeks to prevent the depletion of natural or physical resources, so that they will remain available for the long term.	✗	
* E-billing refers to the avoidance of paper with the use of digital document management.	✗	
* Identifying the text's main ideas isn't an important summarizing strategy.		✗
* A flowchart is a helpful tool for shortening information when the text is organized hierarchically or sequentially.	✗	

2/ Tick the correct answer/ answers 3pts

* Healthcare services include:

- Doctors Surgeons Nurse All of them ✓

* Types of service marketing are:

- External service marketing ✓ Internal service marketing ✓
 Interactive service marketing ✓

* Green product is characterized as:

- Biodegradable ✓ Readily recycled ✓ Made using natural ✓
 and/or renewable resources ✓ Does not contain chlorofluorocarbons, hydrochlorofluorocarbons or other ozone depleting substances ✓

3/ In few words explain the following: 3pts

Customer retention: **It means working to satisfy and keep the company's customers.....**

Interactive service marketing: **It means that both internal and external marketing are brought together. workers should have good interactions with clients satisfying them to reach the company's goals.....**

Green logistics: **It means to lower the energy consumption in the transport industry.....**

4/ Summarize the following paragraph: 2pts

In today's environmentally concerned world, green marketing, sometimes referred to as environmental marketing or sustainable marketing, has emerged as a crucial strategy. It entails advertising and offering products and services that have been manufactured and distributed with as little harm to the environment as possible. The whole marketing process, including product creation, manufacturing, distribution, and communication, is covered by green marketing. Its main goal is to satisfy customer expectations while defending and safeguarding the environment.

In today's environmentally concerned world, green marketing has emerged as a crucial strategy. It entails environmentally harmless products and services. To satisfy customer expectations while defending and safeguarding the environment.

5/ Paraphrase the following paragraph: 2pts

In green marketing, businesses strive to create sustainable products that have a minimal negative impact on the environment. This involves incorporating eco-friendly materials, emphasizing energy efficiency, and reducing resource consumption in product design and production processes. By offering sustainable products, companies contribute to a cleaner and more sustainable future.

Sustainable products are created to protect the environment. Eco-friendly materials, emphasizing energy efficiency, and reducing resource consumption in product design and production processes are integrated for a better and more maintainable future.

Good luck