

Student Name :

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Group :

I. Answer true or false and correct the wrong concepts, if any: **7 P**

1/ **Actual product:** This is not a physical object but consists of problem-solving benefits that satisfy the consumer's needs **False 0.5P, Core product 1.5P**

2/ **The selling concept** places the customer at the center of the organization by focusing on the needs and wants of the target market **False, Marketing Concept**

3/ **Internal Environment:** it is all about those marketing factors that take place within the firm **True 1P**

4/ **Internal Records System:** Preparing, collecting, analyzing and exploiting data and information related to a specific marketing situation or problem **False, Marketing Research System**

5/ **Diffused Preferences:** In this pattern of segmentation, customers within the market exhibit similar preferences and behaviours. **False, Homogeneous preferences**

II. If you have the following information about the number of products marketed by Jumbo, which operates in several sectors: **7P**
Toys (827), Home decoration (1123), Organization & Cleaning (903), Kitchen (1325), Clothing & Accessories (392), Beauty Care (1251), Baby products (318), Athletics (133).

1/ Calculate: the width and length of the product mix of Jumbo company.

Jumbo is interested in measuring the level of satisfaction of its customers periodically, and during the past month it conducted two surveys on its website, the results of which were as shown in the following tables:

The first survey : Could you say that your shopping experience on our website was satisfactory

Very satisfactory	140
Satisfactory	200
Neutral	110
Unsatisfactory	20
Very unsatisfactory	5
Total	475

The second survey: how likely do you recommend our products to your friends?

Score	1	2	3	4	5	6	7	8	9	10	TOTAL
Responses	2	8	10	12	18	40	80	100	150	80	500
	DETRACTORS					PASSIFS			PROMOTERS		

2/ Using the above information, calculate: CSAT, NPS and explain the result .

3/ Supposed that Jumbo had one million customers at the beginning of 2024 and it was able to double its number of customers during the same year to have 2million customers at the end of 2024 due to its successful marketing strategy . Calculate the customer retention rate of 2024.

1/ **The width** is the number of all the product lines= **8**, **The length** is the number of all the products that the company sells $827+1123+903+1325+392+1251+318+133=6272$ **PRODUCTS** , **2P**

2/ **CSAT**= (N° of Positive ratings ÷ N° of ratings)X 100= $(340 \div 475) \times 100 = 71,57\%$ almost 72% **1P**

80% > 72% > 50% the experience was satisfactory **0,5P**

NPS = % promoters-%detractors= $46\%-18\%= 28\%$ **2P**

28% Positive and less than 50% it means that the result is good. **0,5P**

3/ **CRR** = $\frac{CE-CN}{CS} \times 100 = \frac{2000.000-1000.000}{1000.000} \times 100 = 100\%$ **1P** CE: N° of customers at the end of the period, CN : N° of New customers, CS: N° of customers when the measured period began.

III. Choose the correct answer:**6**

- 1) Which of the following accurately represents the evolution of marketing?
 - a) Production, product, sales, marketing, societal **1.5 X**
 - b) Product, sales, production, marketing, societal
 - c) Marketing, production, sales, societal, product
 - d) Societal, production, sales, marketing, product
- 2) The company adopts a differentiated marketing strategy to target:
 - a) The full market
 - b) Multiple segments **1.5 X**
 - c) Single segment
 - d) Individual as segment
- 3) Complex buying behaviour occurs:
 - a) when the consumer is highly involved with the purchase and when there are significant differences between brands **1.5 X**
 - b) when the consumer is lowly involved with the purchase and when there are significant differences between brands
 - c) when the consumer is highly involved with the purchase and when there aren't significant differences between brands
 - d) when the consumer is lowly involved with the purchase and when there aren't significant differences between brands
- 4) "the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market" is the definition of:
 - a) Targeting
 - b) Market segmentation
 - c) Positioning **1.5 X**
 - d) Marketing

GOOD LUCK