

INSTITUT D'ECONOMIE DOUANIERE ET FISCALE - Kolea

Time allocated :

40th Promotion

Master Sections

-CORRIGE-TYPE DE L'EXAMEN-

Read the passage and answer the following questions :

Marketing constitutes just one of the functions available to every business. Along with research, production, finance, accounting, and a myriad (Variety) of other functions, marketing contributes to the ability of a business to succeed. In many businesses, marketing may be deemed (supposed) of highest importance; in others, it may be relegated (put aside) to a lesser (lower) role. The very existence of business depends upon successful products and services, which in turn rely on successful marketing. For this reason, every business person will benefit from even basic marketing knowledge. Moreover, marketing principles have been effectively applied to several non-business institutions for more than 30 years. Bankers, physicians (doctors in medicine), accounting firms, investment analysts, politicians, architectural firms and universities have all come to appreciate the benefits of **marketing**.

Harvard Professor of Business, Theodore Levitt, stated that the purpose of all business is to "find and keep customers". Furthermore, (moreover) the only way you can achieve this objective is to create a competitive advantage. That is, you must convince buyers (potential customers) that what you have to offer them comes closest to meeting their particular need or want at that point in time. Hopefully, you will be able to provide this advantage consistently, so that eventually (in the end) the customer will no longer consider other alternatives and will purchase your product out of habit. In the US this loyal behavior is exhibited by people who drive only Fords, brush their teeth only with Crest, buy only Dell computers, and have their plumbing fixed only by a particular plumber. Creating this blind commitment, without consideration of alternatives, to a particular brand, store, person, or idea is the dream of all businesses. It is unlikely (not certain) to occur, however, without the support of an effective marketing program.

In fact, the specific role of marketing is to provide assistance in identifying, satisfying, and retaining customers. A textbook writer once noted, "Marketing is not easy to define. No one has yet been able to formulate a clear, concise definition that finds universal acceptance". Yet a definition of some sort is necessary to layout the boundaries of what is properly to be considered "marketing". How do marketing activities differ from non-marketing activities? What activities should one refer to as marketing activities? What institutions should one refer to as marketing institutions?

Marketing is advertising to advertising agencies, events to event marketers, knocking on doors to salespeople, direct mail to direct mailers. In other words, to a person with a hammer, everything looks

like a nail. In reality, marketing is a way of thinking about business, rather than a bundle (a set) of techniques. It is much more than just selling stuff and collecting money.

It is the connection between people and products, customers and companies. Like organic tissue, this kind of connection or relationship is always growing or dying. It can never be in a steady state. Like tissue paper, this kind of connection is fragile. Customer relationships, even long-standing ones, (permanent or continuous) are contingent on the last thing that happened.

“Marketing is the process of planning and executing the conception. Pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives.”

(Abstract: *from Alison Marketing Courses*)

Answer the following questions:

I-Vocabulary: Give a synonym for each underlined word in the passage. (5pts)

Answers are in yellow colour above

II- **Explain paragraph** from : “ Marketing is advertising.....collecting money” (using your own vocabulary) (3pts)

Answer:

Marketing operations are not linked only to advertisement for companies. The main aim to get in touch with a maximum of various people composing the consumers. Collecting money and selling stuff is important but they have a lesser role in this passage.

III- Explain **your point of view on the concept of faithful consumers.** (3pts)

Answer: *Customers who have really appreciated the seriousness of a service provider , marketer or sales man over a period of time in a peculiar field that we can detail in each sector of the daily life mainly competitiveness which is the main clue in marketing and sales*

IV- Give Examples of « Conditionals Type 1, type 2 and type 3 » using your own sentences :

(3pts) **Answers:**

Type 1 : If I get my passport, I will travel next month

Type 2 : If I got my passport, I would travel next month

Type 3 : If I had got my passport, I would have travelled next month

V- Prepare a formal correspondence to your colleagues advising them that your Institute is going to organize “an Information Day on Tax recovery”. (6 pts)

Answer :

1-The student must show to the examiner how to write a formal letter letterhead,date, recipient, signature and politeness formulas.

2-Then the content of the subject i.e. : with a control on grammar, vocabulary and logical ideas developed by the student.

