

Name & last Name:

The Mark : ( 18/18 pts)

### The second mid-Term English Quiz

Tick the right answer:



Choose the Correct answer **just one**

**Question: 1** Value refers to what the product does for customers that they're prepared to pay ;

-True

-False

**Question: 2** Marketing concept that was first proposed as a theory to understand the pattern in successful advertising called Unique Selling Proposition.

True

False

**Question: 3** In creating value proposition, entrepreneurs will consider the four (4) basic elements.

True

False

**Question: 4** Unique selling proposition is specific, often citing numbers or percentages.

True

False

**Question: 5** The effective selling using advertising and marketing is part of value proposition.

True

False

**Question: 6** What is the relationship between unique selling proposition and value proposition.

1-a framework of each business industry

2-meet your competitors needs wants.

3-persuades another to exchange money for a product service's

4-connected with only one particular thing.

**Question 7 :** What is the function of Value Proposition?

-use to power up sales

-convince customer to purchase a particular product or services.

Consumers have common wants and needs.

**-provide value to your customers**

**Question: 8** Identify and rank the uniqueness of the product or services character is one tip for the entrepreneur on how to create an effective unique selling proposition.

**True**

**False**

**Question: 9** The Entrepreneurs will not consider the health benefits of the consumers.

**True**

**False**

**Question: 10** The market targeting is a stage in market identification process that aims to determine the set of buyers with common needs and characteristics.

**True**

**False**

**Question: 11** \_\_\_\_\_ will determine entrepreneur possible customers in one locality.

**Market design**

**market research**

**Market strategy**

**market size**

**Question 12 :** This refers to how you sell your products or services to your customer.

**Value proposition**

**Unique selling proposition**

**Selling proposition**

**Marketing concept**

**Question 13 ;** what is the essential foundation that an entrepreneur must have in seeking opportunities according to the reference text ?

**Financial resources and connections.**

**Market research and product development.**

**Entrepreneurial skills and experience.**

**Entrepreneurial mind frame, heart flame, and gut game.**

**Question 14** Consumers have common wants and needs.

**True**

**False**

**Question 15** Targeting a specific market does not mean that you are excluding people who do not fit your criteria.

**True**

**False**

**Question 16** Service requirement is intangible thing or product not able to be touch but feel the fulfillment.

**True**

**False**

**Question 17** Tangible things that can be seen refers to what?

**Service requirement**

**customer requirements**


**Output requirement**

**Entrepreneurs output**

**Question 18** Estimate the potential market the first step in conducting a strategic marketing?

**True**

**False**

**NB; You can only Choose one answer I accept only pdf or word that's it** 

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**[englishexam44@gmail.com](mailto:englishexam44@gmail.com)** 

**Good Luck**