

Placement Exam

MBA 630- Marketing Essentials



MBA 630 Exam Details:

Multiple Choice and Essay Questions
Time Limit: 2 hours
Passing score= 80%
Text: Marketing by Berkowitz, Kerin, Hartley & Rudelius

MBA 630 Exam Content:

This exam covers the fundamentals of marketing including macro and micro concepts that impact marketing management. Students should be proficient in marketing terminology, definitions, theories, concepts and practices. Special emphasis is placed on decision variables used by marketing managers, both at the domestic and global level.

Exam takers should focus on the following content:

- Supply and Demand of products
- Philosophy of marketing
- Types of marketing
- Data Analysis
- Cultural Environment
- Reference groups
- Steps in the buying process
- Degree of Satisfaction
- Demographics
- Stages of new product development
- Stages of consumer adoption process
- Product Life cycle
- Channels of distribution
- Push or Pull Strategy