

Sample Exam Question

How to write a Perfect Answer - Format and Content Guide

Format

List means to write down the name of the concept, factor, characteristic, or topic heading.

Explain/elaborate/discuss means to elaborate the meaning of a concept in such a way as to make a layperson understand and comprehend it. The explanation of each concept should be in separate paragraph.

Example means providing a specific instance of the application of the concept that involves a brand, company, or country. For instance, www.dell.com allows consumers to be more involved in their purchases by allowing them to check the status of their orders online. The example should be in a paragraph separate from the explanation paragraph.

Remember to answer the questions thoroughly and pay attention to the WHYs, i.e., reasoning aspect of the question.

Important Stuff: Read this before answering the short essay questions:

1. When asked, explain the concepts by assuming the role of a MKT educated person teaching a layperson. Therefore, explain it well.
2. When providing examples, simply listing a brand or product name will not be sufficient. You need to show how it relates to the concept discussed.
3. On this exam, you'll have a choice of questions to answer amongst those provided. Cross out answers you don't want me to grade.
4. I know taking exams is stressful. But, please pay attention to your handwriting. If I can't decipher (read) it, you will lose points.

I. What are the three basic markets that sell and sometimes buy from each other via the 'Net. List them and provide examples of each. Secondly, list and discuss/explain any two bases for segmenting markets. (6 points).

The three basic markets:

1.

Example:

2.

Example:

3.

Example:

Two bases for segmenting markets:

1.

Explain:

2.

Explain: