

**MEKEDELA AMBA UNIVERSITY**

**COLLEGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

**Submission date may 18, 2012 E.C**

**PRINCIPLES OF MARKETING ASSIGNMENT**

1. Briefly describe the difference between:
2. Actual buyers and potential buyers of a product?
3. Goods and services?
4. Needs and wants?
5. Standard products and custom made products?
6. Determine what type of marketing environment is shown in each of the following cases?
7. The Arab – Israel war has developed a bad scar over the confidence of business community. In the recent development, businesses are moving out of the region, the best fertile ground for natural gas production, for fear of a new war breakout.
8. UNDP advices local tanneries that they should implement new machineries that keep environment cleaner & safer. Within the horizon of foreseeable future, European countries will ban companies which do not adopt UNDP’s advice.
9. Smart com is plastic package manufacturer. Such non-biodegradable products are identified to be hazardous for environmental pollution. The municipal ratify new regulation of limiting pollution factors.
10. Multinational companies (those companies which operate in many countries) consider a nation’s level of literacy to back up the effectiveness and latestness of their operation.
11. What are the preconditions for an exchange to take place? Explain transaction and point out the drawbacks of barter transaction?
12. What are the factors that have to be considered by the firm while selecting channels of distribution for its products?
13. Discuss in detail the stages product life cycle with their distinguishing features?