

Fiche réponse COURS 1 : Introduction au marketing des services

Prénom _____ NOM _____ | _____ initiale

Choose the right answer, you can explain your response with a few words in E.

Notation: Correct answer: +2 / Wrong answer: -1 / No answer: 0 / Correct explanation: +1

Question 1

- A _____
- B _____
- C _____
- D _____
- E _____

Question 2

- A _____
- B _____
- C _____
- D _____
- E _____

Question 3

- A _____
- B _____
- C _____
- D _____
- E _____

Question 4

- A _____
- B _____
- C _____
- D _____
- E _____

Question 5

- A _____
- B _____
- C _____
- D _____
- E _____

Question 6

- A _____
- B _____
- C _____
- D _____
- E _____

Question 7

- A _____
- B _____
- C _____
- D _____
- E _____

Question 8

- A _____
- B _____
- C _____
- D _____
- E _____

Question 9

- A _____
- B _____
- C _____
- D _____
- E _____

Question 10

- A _____
- B _____
- C _____
- D _____
- E _____

Fiche réponse COURS 2 : Le Plan Marketing

Prénom _____ NOM _____ | _____ | initiale

Choose the right answer, you can explain your response with a few words in E.

Notation: Correct answer: +2 / Wrong answer: -1 / No answer: 0 / Correct explanation: +1

Question 1

- A _____
- B _____
- C _____
- D _____
- E _____

Question 2

- A _____
- B _____
- C _____
- D _____
- E _____

Question 3

- A _____
- B _____
- C _____
- D _____
- E _____

Question 4

- A _____
- B _____
- C _____
- D _____
- E _____

Question 5

- A _____
- B _____
- C _____
- D _____
- E _____

Question 6

- A _____
- B _____
- C _____
- D _____
- E _____

Question 7

- A _____
- B _____
- C _____
- D _____
- E _____

Question 8

- A _____
- B _____
- C _____
- D _____
- E _____

Question 9

- A _____
- B _____
- C _____
- D _____
- E _____

Question 10

- A _____
- B _____
- C _____
- D _____
- E _____

Fiche réponse COURS 3 : Digital Marketing

Prénom _____ NOM _____ | _____ initiale

Choose the right answer, you can explain your response with a few words in E.

Notation: Correct answer: +2 / Wrong answer: -1 / No answer: 0 / Correct explanation: +1

Question 1

- A _____
- B _____
- C _____
- D _____
- E _____

Question 2

- A _____
- B _____
- C _____
- D _____
- E _____

Question 3

- A _____
- B _____
- C _____
- D _____
- E _____

Question 4

- A _____
- B _____
- C _____
- D _____
- E _____

Question 5

- A _____
- B _____
- C _____
- D _____
- E _____

Question 6

- A _____
- B _____
- C _____
- D _____
- E _____

Question 7

- A _____
- B _____
- C _____
- D _____
- E _____

Question 8

- A _____
- B _____
- C _____
- D _____
- E _____

Question 9

- A _____
- B _____
- C _____
- D _____
- E _____

Question 10

- A _____
- B _____
- C _____
- D _____
- E _____

BAROMÈTRE NPS : échelle de Rensis Likert

1	2	3	4	5	6	7	8	9	10

