Professional Communication

Quiz 3 – Class C

A. Marketing Planning / Marketing Mix

Read each statement and decide if the statement is TRUE or FALSE.

1. Marketing managers seldom have to assess which customers they are trying to reach and how they can provide a better value and benefit to those customers.

2. A mission statement is a necessary starting place in planning because it defines who the company is and what it wants to accomplish.

3. The 4 P's of marketing include: Profit, Price, Promotion and Place.

4. Intangible services are generally consumed at the time of purchase and depend on significant human input.

B. Marketing Research / Marketing in Online businesses

Choose the best answer for each question.

1. Marketing research requires people to gather information about a product's history, competition, market price and _____.

2. Marketing research that seeks to understand the causal effects of an action is called _____.

3. Viral marketing is different from traditional marketing in that it depends on _____ to tell others their opinions about the products they enjoy.

4. _____ is different from other types of marketing because they use product champions to push products and services to customers.

C. Miscellaneous Vocabulary

Choose the best answer for each question.

1. _____ Judge between two or more choices.

2. _____ Path or choice to take.

LIVEWORKSHEETS