Professional Communication

Quiz 3 – Class A

A. Marketing Planning / Marketing Mix

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

1. Marketing managers regularly 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 good place to start planning because it defines who the company is and what it wants to accomplish.

3. The 4 P's of marketing include: Product, Price, Promotion and Procedure.

4. Intangible services are generally consumed at the time of purchase and may 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 solve a specific problem for a business is called _____.

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

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

C. Miscellaneous Vocabulary

Choose the best answer for each question.

1. _____ one action makes another action happen.

2. _____ A different choice.

LIVEWORKSHEETS