# Professional Communication

## Quiz 3 – Class B

**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 not a necessary starting place in planning because it only defines who the company is and what it wants to accomplish.

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

4. Intangible services are generally consumed much later than the time of purchase and depend on very little 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 local market characteristics 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. _____ Uncertain.

2. _____ A different choice.

LIVEWORKSHEETS