



Midterm Exam

CICLO 2024-2025

SUBJECT		GRADE AND GROUP	TEACHER
Business		5A, 5B & 5C	Abigail Piña Reséndiz
PARTIAL	SCORE		GRADE
2	17/		

I commit myself to take this exam individually, demonstrating my honesty, personal knowledge, and accepting the evaluation that I earn. I assume the consequences of any unethical behavior (such as copying, telling others what is coming in the exam, or making unnecessary noise during exam time) in this regard, that being from a point off to the exam annulment.

_____ (signature).

STUDENT'S NAME _____ Date _____

___ IDEA	A. Business make all efforts to make acquisition process user-friendly. As owner you offer payment alternatives.
___ PROMOTION	B. This obtains, maintains, develops and improves a product or service in response to market opportunities.
___ PRICING	C. A thought or opinion that can be sold.
___ FORM UTILITY	D. The more easily a good or service is made available to potential customers, the more utility will offer. Provides easy access.
___ MARKETING INFORMATION MANAGEMENT	E. Deciding how to get goods in customer's hands.
___ INFORMATION UTILITY	F. How much to charge for goods and services in order to make a profit, these are based on costs and on what competitors charge for the same product or service.
___ GOOD	G. The effort to inform, persuade, or remind potential customers about a business's products or services.
___ SELLING	H. Professional development, economics, communication and interpersonal skills, Business management entrepreneurship.
___ POSSESSION UTILITY	I. Getting the money that is necessary to pay for setting up and running a business.
___ MARKETING	
___ TIME UTILITY	

___ FOUNDATIONS OF MARKETING	J. Businesses and marketing decisions rely on good information about customers, trends, and competing products.
___ SERVICE	K. The closer a product or service is to what that user wants, the more utility the user will get from it.
___ DISTRIBUTION	L. Provides customers with the goods and services they want.
___ PRODUCT/SERVICE MANAGEMENT	M. When a product or service is available to the user when they need it.
___ PLACE UTILITY	N. Tangible items that have monetary value and satisfy the customer's wants and needs.
___ FINANCING	O. Planning, pricing, promoting, selling, and distributing ideas, goods, or services.
	P. Intangible items that have monetary value satisfy customers' needs and wants.
	Q. Involves communication with the consumer. Salespeople provide information to customers by explaining the features and benefits of products.