

3. Match the correct word with its description

- | | | |
|---------------|---------------------------------------|--|
| 3.1 Sales | <input checked="" type="checkbox"/> e | a. An item or service that is available for a customer to buy or use. |
| 3.2 Place | <input type="checkbox"/> | b. The different ways in which a business shares information about its products and services with customers. |
| 3.3 Product | <input type="checkbox"/> | c. The wrapping material a product is sold in that displays the manufacturer's logo and other product information. |
| 3.4 Packaging | <input type="checkbox"/> | d. The cost of the products or services being sold. |
| 3.5 Promotion | <input type="checkbox"/> | e. A business's activities which focus on selling products or services to a customer. |
| 3.6 Price | <input type="checkbox"/> | f. The location a customer can buy or utilise a product or service. |