

MARKETING

Match the words and expressions with similar meanings

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|-------------------|------------------------------------|
| 1 gender | a) advertising |
| 2 promotion | b) people with something in common |
| 3 outlets | c) male or female |
| 4 consumers | d) basic principles |
| 5 fundamentals | e) places where things are sold |
| 6 market segments | f) customers |

Which P is it?



price

product

promotion

place