

# Marketing Functions

*Directions:*

Match the marketing function to the correlating activity. Be prepared to discuss answers as a class and provide examples of how each function is used in business and may affect business success.

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|-------------------------------------|-------------------------------|
| A. Distribution                     | E. Product/Service Management |
| B. Financing                        | F. Promotion                  |
| C. Marketing Information Management | G. Selling                    |
| D. Pricing                          |                               |

- \_\_\_\_\_ 1. Responding to customer needs and wants through planned communication bringing about a sale
- \_\_\_\_\_ 2. Determining and adjusting prices to maximize sales and meeting customers needs and wants
- \_\_\_\_\_ 3. Using and finding methods of raising money for business operations
- \_\_\_\_\_ 4. Responsible for obtaining, developing, maintaining and/or improving a company's product mix
- \_\_\_\_\_ 5. Gathering, accessing and evaluating information for use in business decisions
- \_\_\_\_\_ 6. Communicating information about products, services and ideas to achieve a desired outcome
- \_\_\_\_\_ 7. Process of moving, storing, locating and/or transferring goods and services