

# CHAPTER 13 Marketing in Today's World

## Key Words: Completion

*DIRECTIONS: Write the letter for the key word that best completes each sentence below.*

- |                            |                           |
|----------------------------|---------------------------|
| a. break-even point        | h. marketing              |
| b. channel of distribution | i. marketing concept      |
| c. demographics            | j. marketing mix          |
| d. direct distribution     | k. relationship marketing |
| e. indirect distribution   | l. retailer               |
| f. market                  | m. target marketing       |
| g. market research         | n. wholesaler             |

1. \_\_\_\_\_ is the study of the population in terms of age, gender, income, and education.
2. \_\_\_\_\_ consists of gathering and studying data about the buying habits of consumers.
3. A \_\_\_\_\_ buys large quantities of goods from manufacturers and resells them to other businesses.
4. \_\_\_\_\_ involves one or more intermediaries when distributing goods or services.
5. Building customer loyalty through good customer relations is called \_\_\_\_\_.
6. A \_\_\_\_\_ is a group of consumers who share common wants and needs, and who have the ability to purchase a product.
7. The \_\_\_\_\_ is the amount of money a company must make on a product to pay for the cost of producing it.
8. Finding and analyzing a specific group of consumers is called \_\_\_\_\_.
9. \_\_\_\_\_ is the process of creating, promoting, and presenting a product to meet the wants and needs of consumers.
10. The means by which a product is distributed is called the \_\_\_\_\_.
11. \_\_\_\_\_ is when goods or services are sold directly to the consumer.
12. A \_\_\_\_\_ sells goods to the final consumer for personal use.
13. Businesses' need to know their customers' wants and needs is called the \_\_\_\_\_.
14. The \_\_\_\_\_ consists of the four main elements of marketing.