

Name: _____ Date: _____

Chapter 1 Section 1.2 Marketing Basics Questions

1. What is the primary goal of the marketing concept?

- A. Satisfy customer needs while earning a profit
- B. Produce as many products as possible
- C. Reduce competition
- D. Lower employee wages

2. Which of the following is NOT one of the Four Ps of the marketing mix?

- A. Product
- B. Price
- C. Profit
- D. Promotion

3. Which element of the marketing mix refers to where customers buy a product?

- A. Price
- B. Promotion
- C. Place
- D. Product

4. A company surveys customers before introducing a new product. Which marketing function is being used?

- A. Selling
- B. Market Planning
- C. Promotion
- D. Distribution

5. What does it mean to "add value" to a product?

- A. Increase production costs
- B. Make a product more useful or desirable to customers
- C. Increase taxes
- D. Reduce product quality

6. Which market involves businesses selling products to other businesses?

- A. B2C

B. Consumer Market

C. B2B

D. Retail Market

7. Which is an example of a Business-to-Consumer (B2C) transaction?

- A. A bakery buying flour from a supplier
- B. Walmart selling groceries to customers
- C. A factory buying steel
- D. A restaurant purchasing tables

8. A target market is:

- A. Everyone in the country
- B. A specific group of customers a business wants to reach
- C. Only teenagers
- D. Employees of a business

9. Marketing Information Management (MIM) primarily helps businesses:

- A. Build factories
- B. Collect and analyze customer information
- C. Hire employees
- D. Produce advertisements

10. Which marketing function includes creating advertising campaigns?

- A. Promotion
- B. Pricing
- C. Product Management
- D. Channel Management

11. Profit is:

- A. Total sales revenue
- B. Money remaining after expenses are paid
- C. Business taxes
- D. Employee wages

12. Pricing involves:

- A. Determining how much customers will pay
- B. Hiring employees
- C. Shipping products
- D. Designing advertisements

13. Product/Service Management includes:

- A. Deciding product features and improvements
- B. Delivering products
- C. Collecting taxes
- D. Hiring workers

14. Which marketing function manages how products move from producers to consumers?

- A. Selling
- B. Promotion
- C. Channel Management
- D. Pricing

15. Which of the following is an example of promotion?

- A. Setting the selling price
- B. Running a television commercial
- C. Manufacturing a product
- D. Paying employee salaries

16. A channel is:

- A. A television station
- B. The path products take from producer to customer
- C. A bank account
- D. A marketing survey

17. Which activity is part of market planning?

- A. Identifying customer needs
- B. Collecting employee payroll
- C. Paying taxes
- D. Cleaning the warehouse

18. Utility refers to:

- A. Electricity and water
- B. The usefulness or satisfaction a product provides
- C. Product warranties
- D. Business licenses

19. Which of the following creates place utility?

- A. Advertising
- B. Delivering products where customers can buy them
- C. Lowering prices

D. Designing packaging

20. Which is one of the three key elements of the marketing concept?

- A. Customer orientation
- B. Employee uniforms
- C. Factory size
- D. Company logo

21. The promotional mix may include all of the following EXCEPT:

- A. Advertising
- B. Personal selling
- C. Public relations
- D. Manufacturing

22. A grocery store deciding to stock organic products because customers requested them demonstrates:

- A. The marketing concept
- B. Outsourcing
- C. Accounting
- D. Human resources

23. Which of the following is an example of selling?

- A. A salesperson explaining product features to a customer
- B. Setting product prices
- C. Conducting market research
- D. Ordering supplies

24. Which statement best describes the relationship between marketing and the economy?

- A. Marketing has little effect on the economy.
- B. Marketing helps businesses satisfy customer needs, encouraging economic growth.
- C. Marketing only benefits large companies.
- D. Marketing eliminates competition.

25. Which of the following best describes the marketing mix?

- A. The four major decisions businesses make about marketing a product
- B. A list of company employees
- C. A business budget
- D. The steps used to manufacture products