Marketing Review

Which function?

Buying, Selling, Warehousing, Pricing, Packaging, Servicing, Financing, Market Research, Transportation, Promotion

1. When shopping for a TV set, Mr. Weber decided to purchase a Sony model because of its four-year warranty. What marketing function is being used?
2. Receiving, unloading, checking, marking and bulk-breaking activities are what marketing function?
3. Keeping records of receipts, disbursements, accounts receivable and payable is what function?
4. What function helps to answer questions about what to sell and to whom to sell?
5. The marketing function that involves selecting products to sell and negotiate the terms of the sell is this function.
6. Pick-n-Save marks canned peaches at $1.09. This is an example of which function?
7. Which function involves the use of protective and attractive containers in which products are placed for sale to consumers?
8. This function involves getting products to the retailer for sale.
9. Matching customers wants and needs to product and services use this function.
10. This function involves handling and recording all of the money.
11. Sending thank-you notes to your customers for buying from you uses this function.
12. Creating a fun social media campaign uses this function.
13. Setting up mannequins in the store window, choosing the paint colors and the music to be played uses this function.

Circle the correct answer.

1. Advertising is…
2. Any paid form of non-personal presentation
3. Free
4. A short-term incentive offered to encourage a sale
5. The visual and artistic aspect/display of presenting a product to a target group
6. Which statement best defines “marketing functions?”
7. The factors that influence the production costs for various products.
8. The activities involved in getting products from producers to consumers.
9. The characteristics of products and services.
10. The way in which products can be used.
11. The viewpoint that all business activities should be geared toward satisfying the wants and needs of consumers defines the marketing….
12. Plan
13. Process
14. Concept
15. Competency
16. A service differs from a good because a service is NOT…
17. A physical object
18. Available everywhere
19. Subject to warranty
20. Priced according to demand

Use the following to answer the following.

Direct, Indirect, Producer, Agent, Wholesaler, Retailer, Consumer, Intensive, Selective, Integrated

1. Products that go straight from producers to consumers are using this channel of distribution.
2. Which channel intermediary does not own the products they sell?
3. Businesses that buy in large quantities from producers and sell in smaller quantities to retailers are called….
4. In an indirect channel, products flow from producer to ….
5. Every channel begins with…
6. Name the three channel intermediaries.
7. When a grocery store buys peaches from a local orchard and sells them to customers, the peaches have traveled from producer to ….
8. Rolex watches would use this channel width. Why would they use this channel strategy?
9. Coca-Cola’s retail distribution objective is to place its products “within an arm’s reach of desire”, this objective clearly uses the channel width/strategy.

Circle the correct answer.

1. The marketing concept implies that a company’s first concern should be…
2. Customer
3. Pricing
4. Profit
5. Cost
6. The key elements of the marketing mix are referred to as…
7. Marketing strategies
8. 5 P’s
9. Marketing goals and objectives
10. Marketing tactics
11. The element of the marketing mix that refers to what goods, services or ideas a business will offer their customer is known as…
12. Product
13. Place
14. Price
15. Promotion
16. The element of the marketing mix that is responsible for determining the amount of money a customer will pay is…
17. Product
18. Place
19. Price
20. Promotion
21. The element of the marketing mix that is responsible for informing, persuading and reminding customers about products is…
22. Product
23. Place
24. Price
25. Promotion
26. The element of the marketing mix that focuses on considerations in getting the selected product in the right place at the right time is known as…
27. Product
28. Place
29. Price
30. Promotion
31. If a marketer changed the product element, why would the other marketing elements need to be changed?
32. The elements are interrelated
33. The elements are unique
34. The elements are independent
35. The elements are self-supporting
36. A distribution center…
37. Moves products, not store them
38. Is inefficient to a business operation
39. Keeps low volume products safe
40. Keeps products in storage for long periods of time
41. A marketing orientated firm is one that…
42. Has short term goals
43. Focuses on sales volume
44. Scams customers out of their dollar
45. Focuses of the customer