Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Basics

Part One – Functions of Marketing

*Marketing is a very broad subject. Examples of marketing business activities are listed below. Match each activity below with the appropriate marketing function. Write the letter associated with each marketing function in the space provided.*

1. Product/Service Management
2. Distribution
3. Selling
4. Marketing-Information Management
5. Financing
6. Pricing
7. Promotion
8. \_\_\_\_\_\_\_ radio advertisement
9. \_\_\_\_\_\_\_ setting the price for a product
10. \_\_\_\_\_\_\_ focus group to determine marketability of a new product
11. \_\_\_\_\_\_\_ budgeting for marketing activities
12. \_\_\_\_\_\_\_ delivering a purchase to a customer by mail
13. \_\_\_\_\_\_\_ calling a potential customer over the phone to introduce your new business
14. \_\_\_\_\_\_\_ sending a coupon to a new resident in town
15. \_\_\_\_\_\_\_ improving an existing product
16. \_\_\_\_\_\_\_ shipping your product to retailers
17. \_\_\_\_\_\_\_ buying products from warehouses for your retail store
18. \_\_\_\_\_\_\_ sending a survey to current customers
19. \_\_\_\_\_\_\_ visiting a consumers home to demonstrate your product
20. \_\_\_\_\_\_\_ offering credit to customers
21. \_\_\_\_\_\_\_ storing products in a warehouse

Part Two – Target Market

*Each question below lists examples of products that will fit the needs of a specific target market. The lettered list describes people in a particular target market. In the space provided, match each product with the most appropriate target market by writing the letter of the target market.*

**Target Market:**

1. a man and woman planning to marry
2. a new homeowner
3. a 6-year old boy
4. a business executive traveling abroad
5. a teenage boy attending a school prom
6. a couple planning a vacation
7. a high school advanced math student
8. a family of 5 with a busy schedule
9. a man who hauls lumber
10. a college student on a budget
11. \_\_\_\_\_\_\_ foreign language CDs
12. \_\_\_\_\_\_\_ a graphing calculator
13. \_\_\_\_\_\_\_ pre-owned textbooks
14. \_\_\_\_\_\_\_ a diamond engagement ring
15. \_\_\_\_\_\_\_ a lawnmower
16. \_\_\_\_\_\_\_ a Minivan
17. \_\_\_\_\_\_\_ an action figure lunch box
18. \_\_\_\_\_\_\_ a tuxedo
19. \_\_\_\_\_\_\_ a 4-wheel-drive truck
20. \_\_\_\_\_\_\_ a set of matching luggage

Part Three – Short Answer

*Answer the question below completely.*

1. Often it is believed that people will purchase the lowest-priced product available, but experience shows people will pay more for a product if they believe the higher-priced product is better than the lowest-priced products. Think of three products you have purchased for which you know you pay more than you would have to. List the features of the product that cause you to pay a higher price.
   1. Product #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
      Features:
   2. Product #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
      Features:
   3. Product #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
      Features: