

# Marketing Fundamentals Quiz

Marketing · Answer Key · 8 Questions

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## 1. What are the four Ps of the marketing mix?

- A) Product, Price, Place, Promotion**
- B) People, Process, Physical Evidence, Profit
- C) Planning, Production, Placement, Pricing
- D) Publicity, Profit, Product, Personnel

## 2. Which term refers to the process of dividing a broad target market into subsets of consumers?

- A) Market segmentation**
- B) Market penetration
- C) Market liquidation
- D) Market diversification

## 3. What does the acronym 'USP' stand for in marketing?

- A) Unique Selling Proposition**
- B) Universal Sales Policy
- C) Ultimate Service Plan
- D) United Strategic Partnership

## 4. Which marketing tool is primarily used to analyze a company's internal strengths and weaknesses and external opportunities and threats?

- A) SWOT analysis**
- B) PESTLE analysis
- C) Porter's Five Forces
- D) BCG matrix

## 5. Which element of the marketing mix involves the channels a company uses to make a product available to the customer?

- A) Place**
- B) Promotion
- C) Product
- D) Price

## 6. In the context of the marketing mix, what does 'Promotion' primarily aim to achieve?

- A) Communicate product value to the target audience**
- B) Determine the manufacturing cost
- C) Select the physical store location
- D) Identify the target demographic

**7. Which of the following is considered a 'below-the-line' marketing activity?**

**A) Direct mail campaigns**

B) Television commercials

C) Radio advertisements

D) National magazine features

**8. What is the term for a name, term, design, or symbol that identifies one seller's good as distinct from those of other sellers?**

**A) Brand**

B) Patent

C) Copyright

D) Trademark