

Marketing Essentials: Core Concepts

Marketing · Practice Test · 18 Questions

1. Which of the following is commonly known as one of the '4 Ps' of the marketing mix?

- A) Profit
- B) Promotion
- C) Personnel
- D) Planning

2. What is the primary purpose of a brand logo?

- A) To increase the physical weight of a product
- B) To identify and distinguish a product from competitors
- C) To change the ingredient list of a food item
- D) To dictate the legal regulations of a country

3. What does the term 'Target Market' refer to?

- A) The total number of people living in a country
- B) A specific group of consumers a business aims to sell to
- C) The physical location where products are manufactured
- D) The list of all competitors in an industry

4. Which form of marketing involves paying for space to display a message on a website or social media platform?

- A) Digital advertising
- B) Bartering
- C) Public speaking
- D) Inventory management

5. What is the main goal of market research?

- A) To minimize the number of employees
- B) To gather data about consumer needs and preferences
- C) To finalize the company's annual tax return
- D) To increase the cost of raw materials

6. Which document outlines a company's goals and the marketing strategies to achieve them?

- A) Marketing plan
- B) Receipt
- C) Warranty card
- D) User manual

7. What is a 'USP' in marketing?

- A) Universal Sales Percentage
- B) Unique Selling Proposition
- C) United Social Platform
- D) Utility Service Provider

8. Which of these is considered a 'Place' element in the marketing mix?

- A) The price of a subscription
- B) The distribution channels used to sell a product
- C) The color of the product packaging
- D) The celebrity chosen for an ad

9. What is the role of a 'focus group' in marketing?

- A) To manufacture products in a factory
- B) To provide feedback on products or services
- C) To transport goods to retail stores
- D) To calculate the company's profit margins

10. Which marketing term refers to the process of dividing a broad target market into smaller groups of consumers?

- A) Mass distribution
- B) Market segmentation
- C) Cost cutting
- D) Revenue auditing

11. What does 'Product' represent in the marketing mix?

- A) The advertising budget
- B) The goods or services offered to the customer
- C) The salary of the sales staff
- D) The distance between the factory and the shop

12. What is an example of 'Direct Marketing'?

- A) A billboard on a highway
- B) A television commercial
- C) Sending a promotional email directly to a customer
- D) A news article written about a company

13. Which of these is a benefit of effective branding?

- A) Increased production time
- B) Higher customer loyalty and recognition
- C) Decreased shipping costs
- D) Increased government taxes

14. In marketing, what is 'Price'?

- A) The amount a customer pays for a product
- B) The amount of money spent on shipping
- C) The number of employees in a store
- D) The date a product expires

15. Which term describes the 'image' or 'perception' a product has in the minds of consumers?

- A) Positioning
- B) Manufacturing
- C) Accounting
- D) Logistics

16. What is the primary function of an advertising slogan?

- A) To explain the complex chemical structure of a product
- B) To create a memorable phrase that identifies the brand
- C) To list the legal address of the company
- D) To act as a receipt for purchase

17. Which of the following is considered an 'intangible' product?

- A) A smartphone
- B) A haircut service
- C) A pair of sneakers
- D) A bottle of water

18. What is 'Market Share'?

- A) The percentage of total sales in an industry earned by a single company
- B) The physical space a product takes on a shelf
- C) The number of shares a company has on the stock market
- D) The total weight of products sold in a year