

Elementary Marketing Essentials

Marketing · Answer Key · 22 Questions

1. What is the main goal of advertising?

- A) To make products look ugly
- B) To confuse customers
- C) To tell people about products and persuade them to buy**
- D) To give products away for free

2. Which of the following is an example of a 'brand' for a type of cereal?

- A) The box it comes in
- B) The colour of the milk
- C) The name and logo, like 'Cheerios'**
- D) The spoon used to eat it

3. What does 'target audience' mean in marketing?

- A) Everyone in the world
- B) The group of people a product is made for**
- C) Only grown-ups
- D) Only people who work in shops

4. Why do companies put their logo on products?

- A) To make the product heavier
- B) To make it hard to open
- C) So people can easily recognise their brand**
- D) To hide the ingredients

5. What is the 'price' of a product?

- A) How big the product is
- B) How long it takes to make
- C) How much money you pay for it**
- D) Where it is sold

6. What is a 'sale' in marketing?

- A) When a shop closes down
- B) When a product's price is lowered**
- C) When a product is given away
- D) When a new product is introduced

7. Which of these is a place where you can buy products?

- A) A playground
- B) A library
- C) A supermarket**
- D) A school classroom

8. What is 'customer service'?

- A) Making products difficult to use
- B) Helping customers and answering their questions**
- C) Ignoring customers
- D) Giving customers bad advice

9. Why do companies use slogans?

- A) To make their product name longer
- B) To make it harder for customers to remember them
- C) To create a short, memorable phrase about their brand or product**
- D) To confuse customers about what the product does

10. What is a 'product' in marketing terms?

- A) Only things made of plastic
- B) A service a person provides, like a haircut
- C) Anything sold to customers, including goods and services**
- D) Only toys

11. What is 'packaging' for a product?

- A) The ingredients inside
- B) The container or wrapping that holds the product**
- C) The advertisement for the product
- D) The price tag

12. What is a 'competitor' in marketing?

- A) A customer who buys a lot
- B) Another company selling a similar product or service**
- C) Someone who works in the same shop
- D) The owner of the company

13. What does 'demand' mean in marketing?

- A) How many products are made
- B) How much people want to buy a product**
- C) How much a product costs
- D) How the product looks

14. Which of these is an example of a 'service' that can be marketed?

- A) A toy car
- B) A book
- C) A haircut**
- D) A chocolate bar

15. What is a 'promotion' in marketing?

- A) Making a product more expensive
- B) An activity that encourages people to buy, like a special offer**
- C) Stopping the sale of a product
- D) Designing a new logo

16. Why do companies have a 'marketing strategy'?

- A) To confuse customers
- B) To plan how to sell their products effectively**
- C) To make their products disappear
- D) To increase the cost of making things

17. What is 'market research'?

- A) Making up facts about customers
- B) Studying what customers like and need**
- C) Ignoring what customers want
- D) Selling products to people who don't want them

18. What does it mean for a product to be 'available'?

- A) It is no longer being made
- B) It can be bought or obtained by customers**
- C) It is very expensive
- D) It is hidden from customers

19. What is a 'discount'?

- A) An increase in price
- B) A reduction in price**
- C) A free gift with every purchase
- D) A longer warranty

20. What is the purpose of 'branding'?

- A) To make products look identical
- B) To make products harder to remember
- C) To create a unique identity and perception for a product or company**
- D) To increase the cost for no reason

21. What is a 'customer'?

- A) Someone who makes products
- B) Someone who buys products or services**
- C) Someone who designs advertisements
- D) Someone who owns a company

22. Why is 'quality' important for a product?

- A) It makes the product break easily
- B) It means the product is well-made and meets customer expectations**
- C) It makes the product more expensive without improvement
- D) It means the product is very basic