

Marketing Essentials Quiz

Marketing · Answer Key · 12 Questions

1. What is the primary goal of advertising?

- A) To entertain the public
- B) To inform and persuade people to buy products**
- C) To lower the price of goods
- D) To manufacture new products

2. Which of the following is considered a 'traditional' marketing channel?

- A) Social media influencers
- B) Television commercials**
- C) Email newsletters
- D) Mobile apps

3. In the 'Marketing Mix', which 'P' refers to the amount a customer pays for a product?

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

4. What is a 'brand' in marketing terms?

- A) The raw materials used to make a product
- B) A name, term, or design that identifies a product**
- C) The physical store where items are sold
- D) The delivery truck used for shipping

5. What does the term 'Target Audience' mean?

- A) The specific group of people a company wants to reach**
- B) The store employees who sell the product
- C) The people who manufacture the goods
- D) The government regulators of marketing

6. Which of these is a form of 'digital marketing'?

- A) Billboards on a highway
- B) Printed newspaper ads
- C) Sponsored posts on social media**
- D) Flyers passed out in person

7. What is a 'logo'?

- A) A financial report for a company
- B) A graphic symbol used to identify a brand**
- C) A list of all products in a store
- D) The cost to produce one unit

8. Which 'P' of the marketing mix refers to where a product is sold?

- A) Place**
- B) Promotion
- C) Publicity
- D) Packaging

9. What does 'market research' involve?

- A) Designing a new logo
- B) Gathering information about consumer needs and preferences**
- C) Managing the company's social media accounts
- D) Shipping products to retail stores

10. Which of these is a common marketing technique used to grab attention in a store?

- A) End-of-aisle displays**
- B) Increasing the raw material costs
- C) Changing the factory location
- D) Reducing employee benefits

11. What is a 'slogan'?

- A) A long description of how a product works
- B) A short, memorable phrase used in advertising**
- C) A mathematical formula for pricing
- D) A legal document for a business

12. What is 'Public Relations' (PR) primarily focused on?

- A) Lowering the cost of manufacturing
- B) Managing the public image and communication of a company**
- C) Designing the physical packaging of a product
- D) Calculating the sales tax for items