Marketing Basics for Teens

Marketing · Answer Key · 10 Questions

1. What are the four core pillars of the traditional marketing mix known as the 4 Ps?

A) Product, Price, Place, Promotion
B) People, Profit, Planning, Policy
C) Purpose, Packaging, Presentation, Power
D) Publicity, Production, Positioning, Purchase

2. Which term refers to a name, term, design, or symbol that distinguishes one seller's goods from those of others?

A) Slogan
B) Brand
C) Logo
D) Copyright

3. What is the primary purpose of a 'target market' in a marketing strategy?

A) To increase the cost of production
B) To identify the specific group of consumers most likely to buy a product
C) To reduce the amount of advertising required
D) To eliminate all competition in the industry

4. In marketing, what does 'B2C' stand for?

A) Business to Corporation
B) Brand to Consumer
C) Business to Consumer
D) Buyer to Creator

5. Which of the following is a classic example of an 'intangible' product?

A) A smartphone
B) A concert ticket
C) A bottle of water
D) A pair of sneakers

6. What is the main goal of 'market research'?

A) To increase the salary of the CEO
B) To gather information about consumer needs and preferences
C) To force people to buy products they do not want
D) To create laws for advertising

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7. Which marketing term describes the amount of money a customer must pay to acquire a product?

A) Cost
B) Price
C) Revenue
D) Value

8. What is the 'Promotion' element of the 4 Ps primarily concerned with?

A) Where the product is sold
B) The design of the product
C) Communicating with the target audience to inform or persuade
D) The manufacturing process

9. What is a 'USP' in marketing?

A) Universal Sales Plan
B) Unique Selling Proposition
C) United Service Program
D) Ultimate Store Policy

10. Which of the following is a digital marketing channel?

A) Billboards
B) Social media platforms
C) Radio broadcasting
D) Direct mail

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