

Marketing Basics for Teens

Marketing · Practice Test · 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

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