Fundamentals of Marketing

Marketing · Answer Key · 8 Questions

1. Which of the following is commonly referred to as the '4 Ps' of marketing?

A) Price, Product, Promotion, Place

B) Price, People, Profit, Planning

C) Publicity, Product, Placement, Profit

D) Promotion, Power, Price, Packaging

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

A) To increase product weight

B) To identify a company or product

C) To lower manufacturing costs

D) To change the product color

3. Which term describes the specific group of consumers a company aims to reach with its marketing efforts?

A) General public

B) Target audience

C) Competitors

D) Investors

4. What is the main goal of advertising?

A) To pay taxes

B) To hire new staff

C) To inform or persuade consumers about a product

D) To create factory machinery

5. What does the term 'market share' represent?

A) The number of employees in a firm

B) The percentage of total sales in an industry controlled by one company

C) The cost of renting a store

D) The date a product was invented

6. Which of these is considered a form of traditional media marketing?

A) Email newsletters

B) Television commercials

C) Social media apps

D) Virtual reality

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7. What is a 'slogan' in marketing?

A) A short, memorable phrase used in advertising

B) A detailed technical manual

C) A legal document for trademarks

D) A type of discount coupon

8. What does 'B2C' stand for in a marketing context?

A) Business to Consumer

B) Brand to Company

C) Buying to Calculating

D) Business to Calculation