

Fundamentals of Marketing

Marketing · Practice Test · 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

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