Marketing Basics for Students

Marketing · Practice Test · 12 Questions

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

A) To list all ingredients
B) To help people recognize a company
C) To lower the price of a product
D) To measure the product weight

2. What term describes a short, catchy phrase used in advertisements to help people remember a product?

A) Slogan
B) Invoice
C) Discount
D) Inventory

3. Which of these is a common method used to inform consumers about a new product?

A) Paying taxes
B) Writing a diary
C) Television commercial
D) Cleaning the house

4. What does a 'Target Audience' refer to in marketing?

A) The people who manufacture the goods
B) The specific group of people a product is aimed at
C) The shop owner who sells the item
D) The delivery drivers who transport the boxes

5. What is the main goal of persuasive advertising?

A) To provide a history lesson
B) To convince people to want or buy something
C) To explain how to recycle metal
D) To teach people how to cook

6. What is a 'customer' in the context of marketing?

A) A person who buys goods or services
B) A person who makes the product in a factory
C) A person who designs the packaging
D) A person who delivers the mail

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7. Which marketing tool is often found on product packaging to provide information about the contents?

A) A digital code
B) A nutritional label
C) A weather report
D) A news headline

8. What is the term for a temporary reduction in the price of a product to encourage sales?

A) Tax
B) Salary
C) Discount
D) Budget

9. Why do companies often use bright colours and images in their advertisements?

A) To fulfill government laws
B) To grab the attention of potential customers
C) To save money on ink
D) To make the product taste better

10. What is 'Market Research' primarily used for?

A) Fixing broken machines
B) Gathering information about what consumers want
C) Calculating the speed of delivery trucks
D) Designing factory floor plans

11. What does the 'Price' of a product usually represent in a business?

A) The amount a customer pays to own it
B) The number of people who work in the factory
C) The date the product expires
D) The distance the product travelled

12. In marketing, what is a 'competitor'?

A) A customer who complains
B) A business selling similar products to your own
C) A person who reviews movies
D) A government inspector

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