Marketing Concept Review  
  
**Identify the marketing mix element being illustrated**

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| **Question** | **Answer** |
| How should the product be packaged? |  |
| Should we offer credit or layaway? |  |
| Should we allow our product to be sold by a wholesaler? |  |
| How often should we advertise? |  |
| How many sales people should we hire? |  |
| Should we offer guarantees or warranties? |  |
| Which type of transportation should we use to move the product? |  |
| What should be offered for sale? |  |
| How often should we put the product on sale? |  |
| Which celebrity could we use to entice customers into the store? |  |

**Identify the marketing function that is being illustrated**

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| **Question** | **Answer** |
| Using technology to improve MP3 players. |  |
| Management decides to mark up products by 100% |  |
| Customers fill out an in-store survey |  |
| Salespeople assist all customers in the store |  |
| Internet advertising in used in conjunction with television advertising |  |
| Fruit and vegetable are delivered by tractor-trailers |  |

**Identify the type of segmentation that is being illustrated. (Two or more types may apply)**

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| **Question** | **Answer** |
| 42 year old woman |  |
| Marathan runner |  |
| Prefers beverages without sugar |  |
| Grandparents with 10 grandchildren |  |
| North Carolina Mountains |  |
| Prefers adventurous vacations |  |
| NBA cheerleader |  |
| Newly married couple |  |
| Earns $100,000+ years |  |
| Received a Master Degree from UNC |  |
| Cayman Island |  |
| Cold Climate |  |
| Attends worship service every Sunday |  |
| Enjoys day trips |  |
| Prefers watching television |  |
| Frequently purchases products with warranties |  |

**Determine a Retailer that would target the following customer profile**

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| **Question** | **Answer** |
| Pregnant Women |  |
| Fishing and Water Enthusiast |  |
| Families with Small Children |  |
| Sporting Enthusiast |  |
| Females who enjoy crafts |  |
| Senior Citizens |  |
| Teenagers and college Students |  |

**Identify the product as either having a consumer market or an industrial market**

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| --- | --- |
| **Question** | **Answer** |
| Computer used by teacher to keep her grades |  |
| For a 16th Birthday gift, Mary gets a computer |  |
| A first-grader who loves to draw on post-it notes |  |
| Smith High School provides teacher with post it notes |  |
| Each Pfizer sales rep keeps their appointments in a palm pilot |  |
| Alyssa bought a palm pilot to use to remember birthdays |  |
| The Urks are expecting their second child so they need a minivan |  |
| All employees of “Geeks on Wheels” are provided a company car |  |
| Memorial hospital purchases toilet paper for their hospital rooms |  |
| Trey always buys Charmin at the grocery store for his house |  |

**Identify a product that has been developed to meet the following needs of customers**

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| --- | --- |
| **Question** | **Answer** |
| Mr. Jones desk is very disorganized. He wishes his desk could be more organized. |  |
| Athletes become frustrated with keeping their MP3 players and their sunglasses on their head at the same time |  |
| Mary enjoys shopping at her neighborhood grocery store, but with her broken leg, it is becoming more difficult carrying her groceries to her car |  |

**Select two drinks that you are familiar with and compare and contrast the following for each**

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| --- | --- | --- |
|  | **Product 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Product 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Target Market** |  |  |
| **Product** |  |  |
| **Price** |  |  |
| **Place** |  |  |
| **Promotion** |  |  |