Business 10: Marketing Test Review

Use the following questions to guide your preparation for the upcoming mini-test. The test covers chapter 8 in your text and the material is related to marketing concepts covered.

1. The Role of Marketing: what are the two fundamental roles
2. What is Branding?
3. What are the keys to a good Brand Name?
4. What are the keys to a good logo and slogan?
5. What are the three forms a logo can come in?
6. What are the different phases of the product life cycle? Identify what happens regarding sales and marketing objectives
7. What is a fad? How does it cycle differ from the typical product life cycle?
8. What are the 4 P’s of Marketing?
9. What are the 2 C’s of Marketing?
10. Channels of Distribution: Direct, Indirect. Know examples of each.
11. What is an intermediary?
12. What are the different ways a company can promote a product?
13. Direct Competition vs. Indirect Competition
14. Consumer Profiles/target market: Demographic and Psychographics.
15. Advertising: Keys to good advertising (A.I.D.A.)
16. What is advertising?
17. Benefits and drawbacks of different types of advertising. (Print, TV, Radio)
18. What is marketing Research?
19. Primary Data vs. Secondary Data
20. The different ways to collect Primary Data. (Test marketing, surveys, observations, focus groups)