Unit 3 Part II Test Review

Chapters 7 and 8

1. Managers and the different functions of a manager.
2. The Different Levels of Management
3. Different leadership styles: the benefits and drawbacks of each
4. The Role of Marketing: what are the two fundamental roles
5. What is Branding?
6. What are the keys to a good Brand Name?
7. What are the keys to a good logo and slogan?
8. What are the three forms a logo can come in?
9. What is Brand identification?
10. What are the different phases of the product life cycle?
11. What is a fad? How does it cycle differ from the typical product life cycle?
12. What are the 4 P’s of Marketing?
13. What are the 2 C’s of Marketing?
14. Channels of Distribution: Direct, Indirect, and Specialty. Know examples of each
15. What is the difference between a retailer and wholesaler?
16. What are the different ways a company can promote a product?
17. What is a market segment?
18. What is discretionary income?
19. Direct Competition vs. Indirect Competition
20. Consumer Profiles: Demographic and Psychographics.
21. Advertising: Keys to good advertising (A.I.D.A.)
22. Publicity vs. Advertising
23. Benefits and drawbacks of different types of advertising. (Print, TV, Radio)
24. What is marketing Research?
25. Primary Data vs. Secondary Data
26. The different ways to collect Primary Data. (Test marketing, surveys, observations, focus groups)