Intelligent Business

Unit 6  Marketing Review Questions from the Intermediate Coursebook

1) What are the four Ps?
   a) practice, price, politics, production
   b) product, price, promotion, place
   c) product, packaging, price, promotion

2) Which of the following defines competitive advantage?
   a) when companies try to beat each other
   b) when one company is ahead of its rivals
   c) when companies agree on pricing policies

3) What are aspirations?
   a) attempts to sell products
   b) forms of advertising
   c) things that people hope or wish for

4) Which of the following defines commercials veterans?
   a) people who design advertisements
   b) consumers who are targeted by thousands of advertisements
   c) people who buy products as a result of advertising

5) POS stands for ...
   a) product on sale.
   b) point of sale.
   c) products and services.

6) What is endorsement?
   a) when famous people advertise brands
   b) when brands are named after famous people
   c) when a brand has a distinctive logo

7) Which of the following suggests a large jump? Prices are ...
   a) slightly higher.
   b) significantly higher.
   c) rather higher.

8) Which is the definition of a target market?
   a) the market you hope to sell to
   b) the market with the highest share
   c) an undeveloped market

9) Which word does not collocate with brand?
   a) luxury
   b) established
   c) historic

10) What does bombarded mean?
    a) attacked
    b) surrounded
    c) confronted