

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 commercial 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

