Hempstead High School

MARKETING: Section 4

Lesson 1-2 Quiz D

Due Date: **September 13, 2024**

Instructor: **Merrill Kazanjian**

ID: **8387**

Name: _____ **Score:** / 100

Question 1 /1

Read the following paragrapns and answer the question at the bottom:

Ever since people began exchanging things with each other, there has been a need for marketing. In the past, marketing was viewed as a simple set of activities that helped a business sell its products to more customers. The first businesses developed ideas and activities designed to attract interest and sell their products.

Business executives know that marketing must be carefully planned and coordinated with other business activities. The approach to managing marketing activities changes as organizations understand what makes marketing effective.

Marketing is necessary in every business. Some people believe that if a business offers a good product, marketing is not necessary. However, if the customer does not know about the product, does not know where to purchase it, is unable to get to the place where it is sold, cannot afford the price being charged, or does not believe it is a good value, the product will not be purchased. A variety of marketing activities are required so that customers will be able to purchase the product and will be satisfied with their decision.

Marketing cannot be successful if the product is not what the customer wants or if

the quality is low. While a customer may be encouraged to buy a product through advertising, selling, or low pricing, the product must be viewed as satisfying a need. If the customer decides to buy the product but it is defective or does not work the way the customer was led to believe, the customer will likely return it for a refund. Even if the product is not returned, it is unlikely the customer will buy the same product again, and he or she may have a negative attitude about the business where the purchase was made.

Businesses and other organizations use effective marketing to provide satisfying exchanges of products and services with customers. The ways marketing is used have changed over the years, but the need for marketing has not changed.

Question: Why is marketing necessary for every business, even if it (the business) offers a good product?

- [ ] Marketing only applies to low-quality products
- [ ] A good product will always sell itself without the need for marketing
- [ ] Customers may not know about the product, where to buy it, or perceive its value without marketing
- [ ] Businesses can rely solely on advertising to make their product successful

Name: _____

Question 2 /1

There have been times in history when people were self-sufficient. Being self-sufficient means you do not rely on others for the things you need to survive. People were able to find or produce the food and materials needed for themselves and their families. That type of lifestyle required hard work and was very risky. Self-sufficient people had to have good hunting, fishing, or farming skills as well as the capability to produce shelter, clothing, and other necessities. Often it was not possible to obtain everything needed to survive because of poor weather, competition with other people, sickness, or lack of skills.

Bartering

Some people who found they were not successful at being self-sufficient tried to find other ways to survive. They discovered that often when they did not have certain things they needed, other people did. If each person had something that the other person valued, they were able to make an exchange, so each would be better off than before. Exchanging products or services with others by agreeing on their values is known as **bartering**. A system of bartering was developed so that people could exchange with others to obtain the things they needed. For example, in an early bartering system, someone who was a good hunter but was not able to grow grain might exchange products with a person who had extra grain but needed meat. People who had developed skills in weaving cloth might barter with people who raised animals. Exchanging products through bartering was one of the first examples of marketing. Bartering still takes place today among individuals and businesses. Can you identify examples of bartering in your neighborhood or community or on the Internet?

Specialization of Labor

People discovered that they had particular interests or skills in certain kinds of work while they were not as good at or were uninterested in other types of work. When people concentrated on the work they did well, they were able to accomplish much more than when they tried to do a variety of things. Concentrating on one thing or a few related activities so that they can be done well is known as specialization of labor. Specialization of labor made it possible for people to produce larger quantities of a product rather than trying to produce many different products. Therefore, more of that product would be available to ex-change with other people.

Money Systems

As specialization of labor became more common and a greater variety and quantity of products were available, bartering was not always possible. Not all people

needed the products of others, and it was not always possible to reach agreement on what products were worth so that they could be exchanged directly. To assist with the exchange, a money system was developed. A money system established the use of currency as a recognized medium of exchange. With money, people could obtain products even if they did not always have something to exchange. Those with products to sell could do so for money, which could then be used for future purchases. The development of a money system is another example of marketing.

Central Markets

With many people producing more types of products and with people having money to purchase the items they needed, the demand for products increased. Locating and gathering all of the products people wanted and needed was a difficult process. Much time was spent traveling to sell and purchase products. To solve that problem, central markets were developed. A central market is a location where people bring products to be conveniently exchanged. Central markets were often located at places where many people traveled, such as where rivers or roads met. Towns and cities developed at those locations and became centers of trade. People brought the products they wanted to sell to the markets. When people needed things they could not produce, they would travel to the market to make purchases. Developing locations where products could be bought and sold was another step in the development of marketing.

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Question: What is *bartering*?

- [ ] The system of using money for all transactions
- [ ] A method of producing goods for personal use
- [ ] Exchanging products or services with others by agreeing on their values
- [ ] A modern method of online trading

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Question 3 /1

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Question: What is *specialization of labor*?

- [ ] The development of a new currency system
- [ ] The ability to produce a wide variety of products
- [ ] Concentrating on one task or activity to improve production efficiency
- [ ] The trading of goods without any form of payment

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Question 4 /1

Directions: Read the following paragraphs below and answer the question at the end.
(Note: You read these paragraphs already but there is a different question).

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Question: Why were *central markets* developed?

- [ ] To create a common currency for everyone
- [ ] To help people buy and sell products conveniently in one location
- [ ] To eliminate the need for bartering
- [ ] To allow individuals to focus solely on production

Name: _____

Question 5 /1

Read the text below and answer the question at the end.

From the previous discussion of the development and improvement of marketing activities, it is clear that marketing is an important part of business and that businesses cannot be effective without marketing. But marketing cannot be successful alone. Other important business functions are production, operations, accounting and finance, and management. These business functions are shown in Figure 1-4.

FIGURE 1-4
Marketing is one of several important business functions.

Production

The primary reason for a business to exist is to provide products or services to consumers

and to earn a profit. The production function creates or obtains products or services for

sale. Think of the variety of products and services available, and you can see that production can take various forms.

Raw Materials (Production)

Production includes obtaining raw materials for sale to customers. Mining, logging, oil drilling, and similar activities are examples of this type of production.

Processing (Production)

Other businesses take raw materials and change their form through processing so that they can be used in the production of other products or in the operation of businesses or equipment. Examples include oil refining and the production of steel, paper, plastics, and food products.

Agriculture (Production)

A third example of production is agriculture. Food and other materials are grown for consumption or for processing into a variety of products.

Manufacturing (Production)

Manufacturing businesses are also involved in production. Manufacturers use raw materials and other resources to produce products for sale to consumers or to other businesses. Most of the products consumed by you, your friends, your family, and businesses have been produced by manufacturers.

Services (Production)

Creating and providing services is also an example of production. While a physical product is not provided to the customer, offering a service such as preparing tax returns, cutting hair, providing lawn care, or performing a concert meets customer needs in the same way that making consumable products does.

Merchandising (Production)

Finally, some businesses do not produce or manufacture products. Instead, they accumulate products for resale to customers. Offering products produced or manufactured by others for sale to customers is known as merchandising. Retailers and wholesalers are examples of merchandising businesses. While merchandising is not production, it makes the products of other businesses available for sale.

Operations

The ongoing activities designed to support the primary function of a business and keep it operating efficiently are known as operations. Many things must occur for a business to successfully produce and market products and services. Buildings and equipment must be operated and maintained. Products must be obtained, transported, and stored. Paperwork and computerized records must be prepared and maintained. The ongoing operations or day-to-day activities of a business must be performed well in order for the business to be successful.

Accounting and Finance

Businesses are complex with a variety of activities occurring at once. Money is

needed to finance those activities, and that money must be carefully monitored and managed. Many types of money, including cash, checks, and credit, are used in a business. The accounting and finance function plans and manages financial resources and maintains records and information related to a business's finances. Finance begins by determining the amount of capital needed for the business and where that capital will be obtained. Budgets must be developed, monitored, and updated. Most businesses must borrow money for major purchases as well as for some day-to-day operations. Determining sources for borrowing, interest rates, and loan payback schedules are important responsibilities of accounting and finance personnel. Managers rely on accounting and finance personnel to provide the financial information they need to plan the activities of the business.

Management

Even in the smallest businesses, considerable time must be spent developing plans and organizing work. Someone must determine what the business will do, how it can best meet the needs of customers, and how to respond to competitors' actions. Problem solving, managing employees and evaluating the activities of the business are ongoing responsibilities of managers. The management function involves developing, implementing, and evaluating the plans and activities of a business.

Managers are responsible for everything that occurs in the business including the work of the employees. They must develop objectives and plans, make sure the appropriate resources are available, be responsible for buildings and equipment, and assign responsibilities to others. Managers are responsible for the performance of the company, including whether or not it is profitable.

Marketing

Marketing is also an important function of business. All businesses need to complete a

variety of activities in order to make their products and services available to consumers and to ensure that satisfying exchanges occur.

Question: Which of the following is an example of the *production* function in business?

- [ ] Accumulating products for resale to customers
- [ ] Keeping financial records
- [ ] Managing employees and assigning responsibilities
- [ ] Preparing a tax return

Name: _____

Question 6 /1

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A third example of production is agriculture. Food and other materials are grown for consumption or for processing into a variety of products.

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Marketing

Marketing is also an important function of business. All businesses need to complete a

variety of activities in order to make their products and services available to consumers and to ensure that satisfying exchanges occur.

Question: What is the role of the *accounting and finance* function in a business?

- [ ] Producing raw materials for resale
- [ ] Creating products or services for sale
- [ ] Monitoring financial resources and maintaining records related to finances
- [ ] Developing plans and organizing work

Name: _____

Question 7 /1

Read the text below and answer the question below.

Each of the functions of an effective business depends on the other functions. Products can be produced, but if the company is not operated or managed well, adequate records are not maintained, or marketing is ineffective, the products will not be sold at a profit.

In the same way, operations maintains buildings and equipment and management plans and coordinates the work occurring in all parts of the business. Finance and accounting provide information to the other parts of the business to make sure that adequate funds are available and are used efficiently. Some organizations have not been successful in coordinating business functions. Functions operate independently and often compete with each other. Products are produced that cannot be sold. Marketing activities are planned without considering costs. Managers concentrate on specific activities without considering if their decisions may have negative effects on other functions.

As a result, product quality and customer service decline while prices increase. Customers become unhappy about the declining product quality and service and rising prices. Competitors who are better organized can take advantage of those situations.

- [ ] Declining product quality and customer service
- [ ] Decreased competition
- [ ] Higher customer satisfaction
- [ ] Increased product quality

Name: _____

Question 8 /1

In which business function are consumers (customers) most likely to be involved?

(Use the textbook for this question....Chapter 1-2)

- [ ] Production
- [ ] Accounting
- [ ] Marketing
- [ ] Operations
- [ ] Management

Question 9 /1

Exchanging products or services with others by agreeing on their values is known as:

(Use the textbook for this question....Chapter 1-2)

- [ ] Specialization of Labor
- [ ] Marketing
- [ ] developing a money system
- [ ] bartering

Name: _____

Question 10 /1

The ongoing activities designed to support the primary function of a business and to keep a business operating efficiently are known as:

(Use the textbook for this question....Chapter 1-2)

- [ ] accounting and finance
- [ ] merchandising
- [ ] management
- [ ] operations

Question 11 /1

The management function of business _____, _____ and _____ business plans. (Fill in the blanks and choose the proper response below)

(Use the textbook for this question....Chapter 1-2)

- [ ] The management function of business creates, obtains and orchestrates business plans.
- [ ] The management function of business manages cash flows, employees and oversees business plans.
- [ ] The management function of business develops, implements and evaluates business plans.

Answer Key

Possible Points: 11 Factor: x9.09 Test Value: 100

Instructions for grading: Grade each question and tally the score to obtain the total test points. If the factor does not equal 1, multiply the total points by the factor to obtain the student's final score.

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1 possible pts.

Question 2

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There have been times in history when people were self-sufficient. Being self-sufficient means you do not rely on others for the things you need to survive. People were able to find or produce the food and materials needed for themselves and their families. That type of lifestyle required hard work and was very risky. Self-sufficient people had to have good hunting, fishing, or farming skills as well as the capability to produce shelter, clothing, and other necessities. Often it was not possible to obtain everything needed to survive because of poor weather, competition with other people, sickness, or lack of skills.

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Some people who found they were not successful at being self-sufficient tried to find other ways to survive. They discovered that often when they did not have certain things they needed, other people did. If each person had something that the other person valued, they were able to make an exchange, so each would be better off than before. Exchanging products or services with others by agreeing on their values is known as **bartering**. A system of bartering was developed so that people could exchange with others to obtain the things they needed. For example, in an early bartering system, someone who was a good hunter but was not able to grow grain might exchange products with a person who had extra grain but needed meat. People who had developed skills in weaving cloth might barter with people who raised animals. Exchanging products through bartering was one of the first examples of marketing. Bartering still takes place today among individuals and businesses. Can you identify examples of bartering in your neighborhood or community or on the Internet?

Specialization of Labor

People discovered that they had particular interests or skills in certain kinds of work while they were not as good at or were uninterested in other types of work. When people concentrated on the work they did well, they were able to accomplish much more than when they tried to do a variety of things. Concentrating on one thing or a few related activities so that they can be done well is known as specialization of labor. Specialization of labor made it possible for people to produce larger quantities of a product rather than trying to produce many different products. Therefore, more of that product would be available to ex-change with other people.

Money Systems

As specialization of labor became more common and a greater variety and quantity of products were available, bartering was not always possible. Not all people

needed the products of others, and it was not always possible to reach agreement on what products were worth so that they could be exchanged directly. To assist with the exchange, a money system was developed. A money system established the use of currency as a recognized medium of exchange. With money, people could obtain products even if they did not always have something to exchange. Those with products to sell could do so for money, which could then be used for future purchases. The development of a money system is another example of marketing.

Central Markets

With many people producing more types of products and with people having money to purchase the items they needed, the demand for products increased. Locating and gathering all of the products people wanted and needed was a difficult process. Much time was spent traveling to sell and purchase products. To solve that problem, central markets were developed. A central market is a location where people bring products to be conveniently exchanged. Central markets were often located at places where many people traveled, such as where rivers or roads met. Towns and cities developed at those locations and became centers of trade. People brought the products they wanted to sell to the markets. When people needed things they could not produce, they would travel to the market to make purchases. Developing locations where products could be bought and sold was another step in the development of marketing.

Other Marketing Activities

As central markets expanded, other types of business services were created to make exchanges easier. It was not always possible for sellers and buyers to travel to the markets at the same time. Therefore, individuals often formed businesses to purchase products from producers and hold them for sale to purchasers as needed. Other businesses were started to loan money to buyers or sellers, to help with transportation of products, or to locate products that were not available in the market but that customers wanted. Each of those activities resulted in the development of another marketing activity and made the exchange process more effective for those who produced products and those who purchased and consumed the products. Soon marketing became a complex set of activities with some businesses specializing in marketing while others used the services of marketing businesses. Exchanges became easier as businesses added marketing services and improved the ones already provided.

Question: What is *specialization of labor*?

- [ ] Concentrating on one task or activity to improve production efficiency

1 possible pts.

Question 4

Directions: Read the following paragraphs below and answer the question at the end. (Note: You read these paragraphs already but there is a different question).

There have been times in history when people were self-sufficient. Being self-sufficient means you do not rely on others for the things you need to survive. People were able to find or produce the food and materials needed for themselves and their families. That type of lifestyle required hard work and was very risky. Self-sufficient people had to have good hunting, fishing, or farming skills as well as the capability to produce shelter, clothing, and other necessities. Often it was not possible to obtain everything needed to survive because of poor weather, competition with other people, sickness, or lack of skills.

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a product rather than trying to produce many different products. Therefore, more of that product would be available to ex-change with other people.

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As central markets expanded, other types of business services were created to make exchanges easier. It was not always possible for sellers and buyers to travel to the markets at the same time. Therefore, individuals often formed businesses to purchase products from producers and hold them for sale to purchasers as needed. Other businesses were started to loan money to buyers or sellers, to help with transportation of products, or to locate products that were not available in the market but that customers wanted. Each of those activities resulted in the development of another marketing activity and made the exchange process more effective for those who produced products and those who purchased and consumed the products. Soon marketing became a complex set of activities with some businesses specializing in marketing while others used the services of marketing businesses. Exchanges became easier as businesses added marketing services and improved the ones already provided.

Question: Why were *central markets* developed?

- [ ] To help people buy and sell products conveniently in one location

1 possible pts.

Question 5

Read the text below and answer the question at the end.

From the previous discussion of the development and improvement of marketing activities, it is clear that marketing is an important part of business and that businesses cannot be effective without marketing. But marketing cannot be successful alone. Other important business functions are production, operations, accounting and finance, and management. These business functions are shown in Figure 1-4.

FIGURE 1-4
Marketing is one of several important business functions.

Production

The primary reason for a business to exist is to provide products or services to consumers

and to earn a profit. The production function creates or obtains products or services for

sale. Think of the variety of products and services available, and you can see that production can take various forms.

Raw Materials (Production)

Production includes obtaining raw materials for sale to customers. Mining, logging, oil drilling, and similar activities are examples of this type of production.

Processing (Production)

Other businesses take raw materials and change their form through processing so that they can be used in the production of other products or in the operation of businesses or equipment. Examples include oil refining and the production of steel, paper, plastics, and food products.

Agriculture (Production)

A third example of production is agriculture. Food and other materials are grown for consumption or for processing into a variety of products.

Manufacturing (Production)

Manufacturing businesses are also involved in production. Manufacturers use raw materials and other resources to produce products for sale to consumers or to other businesses. Most of the products consumed by you, your friends, your family, and businesses have been produced by manufacturers.

Services (Production)

Creating and providing services is also an example of production. While a physical product is not provided to the customer, offering a service such as preparing tax returns, cutting hair, providing lawn care, or performing a concert meets customer needs in the same way that making consumable products does.

Merchandising (Production)

Finally, some businesses do not produce or manufacture products. Instead, they accumulate products for resale to customers. Offering products produced or manufactured by others for sale to customers is known as merchandising. Retailers and wholesalers are examples of merchandising businesses. While merchandising is not production, it makes the products of other businesses available for sale.

Operations

The ongoing activities designed to support the primary function of a business and keep it operating efficiently are known as operations. Many things must occur for a business to successfully produce and market products and services. Buildings and equipment must be operated and maintained. Products must be obtained, transported, and stored. Paperwork and computerized records must be prepared and maintained. The ongoing operations or day-to-day activities of a business must be performed well in order for the business to be successful.

Accounting and Finance

Businesses are complex with a variety of activities occurring at once. Money is

needed to finance those activities, and that money must be carefully monitored and managed. Many types of money, including cash, checks, and credit, are used in a business. The accounting and finance function plans and manages financial resources and maintains records and information related to a business's finances. Finance begins by determining the amount of capital needed for the business and where that capital will be obtained. Budgets must be developed, monitored, and updated. Most businesses must borrow money for major purchases as well as for some day-to-day operations. Determining sources for borrowing, interest rates, and loan payback schedules are important responsibilities of accounting and finance personnel. Managers rely on accounting and finance personnel to provide the financial information they need to plan the activities of the business.

Management

Even in the smallest businesses, considerable time must be spent developing plans and organizing work. Someone must determine what the business will do, how it can best meet the needs of customers, and how to respond to competitors' actions. Problem solving, managing employees and evaluating the activities of the business are ongoing responsibilities of managers. The management function involves developing, implementing, and evaluating the plans and activities of a business.

Managers are responsible for everything that occurs in the business including the work of the employees. They must develop objectives and plans, make sure the appropriate resources are available, be responsible for buildings and equipment, and assign responsibilities to others. Managers are responsible for the performance of the company, including whether or not it is profitable.

Marketing

Marketing is also an important function of business. All businesses need to complete a

variety of activities in order to make their products and services available to consumers and to ensure that satisfying exchanges occur.

Question: Which of the following is an example of the *production* function in business?

- [ ] Accumulating products for resale to customers

1 possible pts.

Question 6

From the previous discussion of the development and improvement of marketing activities, it is clear that marketing is an important part of business and that businesses cannot be effective without marketing. But marketing cannot be successful alone. Other important business functions are production, operations, accounting and finance, and management. These business functions are shown in Figure 1-4.

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Processing

Other businesses take raw materials and change their form through processing so that they can be used in the production of other products or in the operation of businesses or equipment. Examples include oil refining and the production of steel, paper, plastics, and food products.

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A third example of production is agriculture. Food and other materials are grown for consumption or for processing into a variety of products.

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Marketing

Marketing is also an important function of business. All businesses need to complete a

variety of activities in order to make their products and services available to consumers and to ensure that satisfying exchanges occur.

Question: What is the role of the *accounting and finance* function in a business?

- [ ] Monitoring financial resources and maintaining records related to finances

1 possible pts.

Question 7

Read the text below and answer the question below.

Each of the functions of an effective business depends on the other functions. Products can be produced, but if the company is not operated or managed well, adequate records are not maintained, or marketing is ineffective, the products will not be sold at a profit.

In the same way, operations maintains buildings and equipment and management plans and coordinates the work occurring in all parts of the business. Finance and accounting provide information to the other parts of the business to make sure that adequate funds are available and are used efficiently. Some organizations have not been successful in coordinating business functions. Functions operate independently and often compete with each other. Products are produced that cannot be sold. Marketing activities are planned without considering costs. Managers concentrate on specific activities without considering if their decisions may have negative effects on other functions.

As a result, product quality and customer service decline while prices increase. Customers become unhappy about the declining product quality and service and rising prices. Competitors who are better organized can take advantage of those situations.

☐ Declining product quality and customer service

1 possible pts.

Question 8

In which business function are consumers (customers) most likely to be involved?

(Use the textbook for this question....Chapter 1-2)

- [ ] Marketing

1 possible pts.

Question 9

Exchanging products or services with others by agreeing on their values is known as:

(Use the textbook for this question....Chapter 1-2)

- [ ] bartering

1 possible pts.

Question 10

The ongoing activities designed to support the primary function of a business and to keep a business operating efficiently are known as:

(Use the textbook for this question....Chapter 1-2)

☐ operations

1 possible pts.

Question 11

The management function of business _____, _____ and _____ business plans. (Fill in the blanks and choose the proper response below)

(Use the textbook for this question....Chapter 1-2)

☐ The management function of business develops, implements and evaluates business plans.

1 possible pts.