

Hempstead High School

MARKETING: Section 4

Lesson 1-4 Quiz A

Due Date: **September 14, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

According to **THIS VIDEO**, the majority of people in America worked on/in _____ in the year 1900.

- city jobs
- government jobs
- factories
- farms

Question 2

/1

According to **THIS VIDEO** (and Neil DeGrasse Tyson) how many people have lived (ever) in the history of the world?

- 8 Billion People
- 100 Billion People
- 200 Billion People
- 350 Billion People

Question 3

/1

According to **THIS VIDEO**, how many people are alive today?

- 8 Billion
- 6 Billion
- 100 Billion
- 11 Billion

Name: _____

Question 4

/1

According to **THIS VIDEO** the majority of the roads were paved in the year 1900.

True

False

Question 5

/1

According to **THIS VIDEO**, there were paved highways paved that ran across America in the year 1900.

True

False

Question 6

/1

According to **THIS VIDEO**, electricity was a relatively new invention and most people did not have access to it.

True

False

Question 7

/1

According to **THIS VIDEO**, _____ was a way that people could purchase products by using the phone.

The Amazon Catalog

The Woodrow Wilson Hotline

The Sears Catalog

The Modern America Catalog

Name: _____

Question 8

/1

According to **THIS VIDEO**, _____ was the instgram of the ealry 1900's giving people access to news and social stories (such as ones about the astor family).

- MySpace
- Facebook
- Newspapers
- TickClock

Question 9

/1

There were more people living in the world in the year 1900 than there is today.

- True
- False

Question 10

/1

People could use phones to order products in the early 1900s.

Note: This is a trick question!

- True
- False

Name: _____

Question 11

/1

There is MUCH more products on the market today and more business competition compared to the year 1900.

True or False

True

False

Question 12

/1

Marketing is different today than it was even 15 or 20 years ago. If you look at the history of business, you can see that marketing played a role in even the simplest early businesses. But businesspeople have not recognized the full value of marketing as a business tool until recently.

The role of marketing in business changed as did the business view of the importance of marketing. Previously, marketing was seen as a tool to help the business sell its products and services. It was not needed if sales were high. Today, businesspeople see that marketing contributes in several important ways. It provides information about customers through market research. Marketing provides many ways to serve customers better and increase customer satisfaction. It can help businesses become more profitable by coordinating activities and controlling costs.

Marketing In Other Organizations

Because of the successful use of marketing in businesses, other organizations now look to marketing for help. Libraries, churches, government agencies, community organizations, and the military are using marketing activities. Some use marketing well while others do not understand marketing. They may view marketing only as advertising or selling and not as a way of satisfying their customers' or clients' needs. If they use marketing to determine what products and services to offer where to make them available, how to help consumers determine the value of their services, and how to communicate effectively with consumers, they have adopted the marketing concept. The marketing concept works well for businesses and other organizations.

Marketers Roles Today

Marketing managers are responsible for a large number and variety of activities. They must work with many people inside and outside of a company. Marketing managers are ultimately responsible for a large part of the company budget. People involved in marketing need information about customers, competitors, and market conditions. This information helps marketers make decisions that will result in sales and profits for the business. Marketers have varied amounts of experience and education. Marketing is an exciting and challenging career area. If you are interested in marketing, you must be willing to develop the needed knowledge and skills. Marketing offers many opportunities for you now and in the future.

How has the role of marketing changed over time according to the passage?

- Marketing was initially viewed as an unnecessary business tool.
- Marketing was only important when sales were low.
- Marketing is now recognized for helping businesses improve customer satisfaction and profitability.
- Marketing has always been the primary focus of businesses.

Name: _____

Question 13

/1

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Question: What is a key misunderstanding that non-business organizations may have about marketing?

- They see marketing as a way to increase sales and profits.
- They focus solely on advertising and selling without addressing customer needs.

They use marketing to determine product value and customer satisfaction.

They adopt the marketing concept in the same way businesses do.

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.

Question 1

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farms

1 possible pts.

Question 2

According to **THIS VIDEO** (and Neil DeGrasse Tyson) how many people have lived (ever) in the history of the world?

 100 Billion People

1 possible pts.

Question 3

According to **THIS VIDEO**, how many people are alive today?

8 Billion

1 possible pts.

Question 4

According to **THIS VIDEO** the majority of the roads were paved in the year 1900.

False

1 possible pts.

Question 5

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False

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According to **THIS VIDEO**, electricity was a relatively new invention and most people did not have access to it.

True

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Question 7

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The Sears Catalog

1 possible pts.

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Newspapers

1 possible pts.

Question 9

There were more people living in the world in the year 1900 than there is today.

False

1 possible pts.

Question 10

People could use phones to order products in the early 1900s.

Note: This is a trick question!

True

1 possible pts.

Question 11

There is MUCH more products on the market today and more business competition compared to the year 1900.

True or False

True

1 possible pts.

Question 12

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1 possible pts.

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1 possible pts.

