

Hempstead High School

MARKETING: Section 4

Lesson 2-2 Quiz B

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

Read the text below from Chapter 2-2 (Section Marketing Solves Problems). Answer the question below.

Marketing if misused, can have negative results. However, when it is used effectively, marketing can help to solve important problems and contribute to social improvement.

Marketing Increases Public Awareness

There are many serious problems facing our society. Concerns about health care, crime levels, poverty, diseases, racism, education, unemployment, drug use, teenage pregnancy, and the environment all require the attention of many people if solutions are to be found. Marketing contributes to the solutions in several ways. Through communication, people are more aware of societal problems and how they affect individuals and the country. Consider the number of times you have received information on using seat belts, recycling, the dangers of drugs and alcohol, and reasons to stay in school. Marketers have been responsible for developing the advertisements and public service announcements you have seen.

Marketing has encouraged people to eat low-cholesterol products, quit smoking, contribute money to charity and relief organizations, and support research into cures for diseases like AIDS and cancer. Marketing has encouraged people to vote and to avoid drinking and driving. Many important social issues are now receiving much attention because of effective marketing. Many businesses now promote the use of green marketing. Green (environmental) marketing consists of marketing activities designed to satisfy customer needs without negatively impacting the environment. Businesses Promote the importance of environmentally friendly products and encourage consumers to purchase such products.

Marketing Helps With Supply And Demand

Products and services are not always available where consumers most need them. For example, if there is a drought in one part of the country, farmers and ranchers in that area may not have enough hay and grain to feed their livestock. At the same time, there might be an excess supply in other areas. An effective distribution system can move the hay and grain quickly from one part of the country to another, matching supply and demand. Oil products and gasoline can be distributed throughout the country using an extensive network of pipelines. If a greater supply of natural gas or heating oil is needed in the North during an especially cold winter, it can be routed away from areas that have less demand. Marketing helps to prevent or reduce the impact of problems that could otherwise result in serious outcomes for society.

How does marketing contribute to solving societal issues?

- By promoting unhealthy products
- Through communication and raising public awareness
- By increasing product prices
- By reducing the number of businesses in the market

Name: _____

Question 2

/1

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What is an example of green marketing?

Offering no information about a product

Marketing that encourages using non-recyclable materials

Marketing activities that promote environmentally friendly products

Advertising that promotes smoking

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Question 3

/1

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How does marketing help with supply and demand?

By limiting customer choices

By distributing products to areas where they are needed most

By reducing product availability

By increasing the price of all products

Name: _____

Question 4

/1

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During a heat wave in the West causing electrical outages, how can marketing help alleviate the problem?

- By promoting eco-friendly appliances to reduce energy consumption
- By raising awareness and facilitating the distribution of electricity from areas with lower demand to those in need
- By encouraging people to invest in solar panels
- By advertising alternative cooling systems to reduce demand for electricity
- All of the above

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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How does marketing contribute to solving societal issues?

Through communication and raising public awareness

1 possible pts.

Question 2

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What is an example of green marketing?

Marketing activities that promote environmentally friendly products

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How does marketing help with supply and demand?

By distributing products to areas where they are needed most

1 possible pts.

Question 4

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All of the above

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