

Hempstead High School

**MARKETING: Section 4**

## Lesson 4-2 (Reading Textbook Section 1)

Due Date: **November 9, 2024**

Instructor: **Merrill Kazanjian**

Name: \_\_\_\_\_

Score:  / 100

Question 1

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What is the main difference between businesses that use the marketing concept and those that do not?

- Businesses that do not use the marketing concept focus on identifying customer needs first.
- Businesses that use the marketing concept start with developing a product and then find customers.
- Businesses that use the marketing concept begin planning by identifying potential customers and their needs.
- Businesses that do not use the marketing concept conduct extensive customer research.

Question 2

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When a business follows the marketing concept, what approach does it take to planning?

- It develops a marketing mix to satisfy the identified needs of specific customer groups.
- It designs the product first and then markets it.
- It assumes that all customers are similar and markets to them uniformly.
- It ignores customer feedback and focuses only on product quality.