

Hempstead High School

MARKETING: Section 4

Lesson 4-2 Quiz A (Video)

Due Date: November 30, 2024

Instructor: Merrill Kazanjian

Name: _____

Score: / 100

Question 1

/1

1. What is the primary focus of the marketing concept?

- The needs of customers
- The product itself
- Existing products made by the competition
- The price of goods

Question 2

/1

2. How does the marketing concept improve business planning?

- By conducting research to identify customer needs
- By guessing what customers want
- By increasing product prices
- By limiting market segments

Question 3

/1

3. What are market segments?

- Different types of products and how they fit the needs of customers
- Groups of similar consumers within a larger market
- Marketing strategies for different countries
- All of the above

Name: _____

Question 4

/1

4. According to the video, which of the following is a method for conducting market opportunity analysis?

- Google Trends
- Personal interviews
- Customer surveys
- Focus groups

Question 5

/1

5. Why is it important to analyze distinct market segments?

- To identify which segments can be served most effectively
- To create one universal advertising message
- To avoid competition
- To increase production costs

Question 6

/1

6. What does the marketing mix consist of?

- Production, price, people, promotion
- Product, price, place, promotion
- Product, price, people, place
- Promotion, people, place, production

Name: _____

Question 7

/1

7. What is a key characteristic of successful hybrid car manufacturers?

- They found ready customers and rising profits
- They have higher production costs
- They target only young consumers
- They do not conduct any market research

Question 8

/1

8. What is the significance of clear advertising in marketing?

- It helps to convey the message effectively
- It confuses the customer
- It increases production costs
- It limits the audience

Question 9

/1

9. What should be done after identifying a market segment?

- Ignore customer needs
- Start production without research
- Develop a marketing mix that meets specific customer needs
- Reduce advertising costs

Question 10

/1

10. How does the marketing concept transform business planning?

IF YOU ANSWER THIS QUESTION CORRECTLY, USE IT TO FILL IN YOUR WORKSHEET!

They ensure that every customer receives a customized product.

They allow a company to ignore customer needs and focus solely on production efficiency.

Name: _____

Question 12

/1

12. Use the answer of this question to fill out your worksheet to answer the question: Discuss how businesses develop the right marketing mix:

How do businesses develop the right marketing mix?

3.) Discuss how businesses develop the right marketing mix?

- By focusing solely on the price of a product and ignoring other marketing elements
- By creating a single product and promoting it to all potential customers without adjustments
- By combining product, distribution, price, and promotion decisions to meet customer needs effectively
- By adjusting marketing plans only after a product fails to sell