

Hempstead High School

**MARKETING: Section 4**

## Lesson 5-2 Quiz B

**Due Date: November 30, 2024**

**Instructor: Merrill Kazanjian**

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

Score:  / 100

Question 1

/1

**What is the primary goal discussed in the video?**

- To analyze advertising techniques
- To explain common sources of market information
- To evaluate customer feedback
- To describe marketing strategies

Question 2

/1

**Internal information is developed from activities that occur:**

- Within the organization
- Outside of the organization
- From customer interactions
- Only in the marketing department

Question 3

/1

**Which of the following is an example of external information sources?**

- Google Trends
- Production reports
- Employee surveys
- Customer sales data

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

Question 4

/1

**Mr. Kazanjian uses \_\_\_\_\_ to create and track the performance of his website (iratemetaldetectors.com). . What is the name of that website?**

- CVS
- Google
- EBAY
- Wix

Question 5

/1

**What does the term "profit margin" refer to in the context of the video?**

- The difference between sales and production costs
- The cost of producing a product
- The number of products sold
- The total sales revenue

Question 6

/1

**According to the video, what is essential for marketers to understand when planning effectively?**

- Employee performance
- Consumer behavior and competitors
- Historical sales data
- Internal company policies

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

Question 7

/1

**Which of the following is NOT one of the five critical elements of an effective marketing information system?**

- Analysis
- Storage
- Distribution
- Input

Question 8

/1

**What is the significance of customer records in marketing as discussed in the video?**

- They are not relevant to marketing
- They help track customer purchases and preferences
- They are only used for pricing strategies
- They are used only for internal audits

Question 9

/1

**The video suggests that more leads are valuable. What does "leads" refer to in marketing?**

- Sales reports
- Potential customers
- Internal data
- Product inventory

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

Question 10

/1

**What is the output of a marketing information system according to the video?**

- Employee feedback
- Compiled and analyzed data
- Company policies
- Raw data

**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

**What is the primary goal discussed in the video?**

To explain common sources of market information

1 possible pts.

Question 2

**Internal information is developed from activities that occur:**

Within the organization

1 possible pts.

Question 3

**Which of the following is an example of external information sources?**

Google Trends

1 possible pts.

Question 4

**Mr. Kazanjian uses \_\_\_\_\_ to create and track the performance of his website (iratemetaldetectors.com). . What is the name of that website?**

Wix

1 possible pts.

Question 5

**What does the term "profit margin" refer to in the context of the video?**

The difference between sales and production costs

1 possible pts.

Question 6

**According to the video, what is essential for marketers to understand when planning effectively?**

Consumer behavior and competitors

1 possible pts.

Question 7

**Which of the following is NOT one of the five critical elements of an effective marketing information system?**

Distribution

1 possible pts.

Question 8

**What is the significance of customer records in marketing as discussed in the video?**

They help track customer purchases and preferences

1 possible pts.

Question 9

**The video suggests that more leads are valuable. What does "leads" refer to in marketing?**

Potential customers

1 possible pts.

Question 10

**What is the output of a marketing information system according to the video?**

Compiled and analyzed data

1 possible pts.

