

Hempstead High School

MARKETING: Section 4

Lesson 7-3

Due Date: **January 25, 2025**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

What is the primary goal of competition among businesses according to the text?

- To reduce prices across the board
- To improve customer service
- To secure a dominant position in a market
- To reduce advertising expenses because people know your brand

Question 2

/1

How does the text define direct competition?

- Competing with businesses that offer different products or services
- Competing based on location (different businesses at a similar location like a shopping mall)
- Competing with businesses that offer the same type of product or service
- Competing based on price (different types of products at a similar price point)

Question 3

/1

Which of the following is an example of indirect competition?

- Nike vs. Adidas
- Holiday Inn vs. Ramada Inn
- McDonald's vs. Burger King
- A movie theater vs. a video rental store (or Netflix)

Name: _____

Question 4

/1

What is a key benefit of competition to consumers mentioned in the text?

- Higher prices
- Fewer product features
- Limited choices
- Best prices for products

Question 5

/1

In the context of non-price competition, which factor is emphasized by businesses?

- Lowering their prices
- Limiting product availability
- Offering unique product features
- Reducing advertising costs

Question 6

/1

According to the text, what is a common strategy used by restaurants to compete?

- Reducing the size of their menu
- Focusing solely on location
- Offering lunch or early evening dinner specials
- Increasing their advertising budget

Name: _____

Question 7

/1

Which of the following statements about word-of-mouth marketing is true based on the text?

- It is less effective than traditional advertising.
- It is only effective for digital products.
- It relies on paid endorsements from celebrities.
- It often leads to increased trust in a product or service.

Question 8

/1

How do businesses usually respond to competition according to the text?

- By reducing the variety of product choices
- By increasing their prices
- By improving product quality and customer service
- By ignoring competitor actions

Question 9

/1

What does the text suggest is a significant factor for consumers when purchasing high-definition televisions?

- Price
- Color options
- Brand name
- Screen size

Name: _____

Question 10

/1

According to the text, how can competition lead to product improvements?

- a) By forcing businesses to lower their prices when there are similar products on the market
- d) By reducing marketing efforts
- b) By encouraging businesses to search for new product ideas
- c) By limiting the number of competitors in a market