**Checkpoint Questions**

* Page 6 – What is a simple definition of marketing that emphasizes the need of those involved?
* Page 9 – Identify a benefit marketing provides to businesses, to consumers and to society.

**Think Critically Questions**

1. Why does marketing give you access to most of the products and services you use every day?
2. Which of the marketing functions do you think consumers are most familiar with? Least familiar with? Why?
3. Why is marketing necessary even if a company produces a good product that consumers want to purchase?
4. How can marketing result in a lower price for products?