**Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.4 Questions**

Checkpoint pg. 52

What are the five types of products used by businesses?

Checkpoint pg. 54

How do purchases made by business customers differ from the purchases of final consumers?

2.4 Questions pg. 55

1. In what ways are business customers similar to and different from final

consumers?

2. Why are service businesses the fastest-growing category of business

customers?

3. Develop examples of each of the five categories of business products.

4. Why might businesses continue to purchase products such as raw materials

or component parts from the same supplier?