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

**Marketing**

**Ch. 2 Book Questions pg. 56-58**

**Part 1 – Vocabulary Builder**

Instructions: Chose the term that best fits the definition. Write the letter of the answer in the space provided below. Some terms may **not** be used.

|  |  |  |
| --- | --- | --- |
| \_\_\_\_\_ 1.  \_\_\_\_\_ 2.  \_\_\_\_\_ 3.  \_\_\_\_\_ 4.  \_\_\_\_\_ 5.  \_\_\_\_\_ 6.  \_\_\_\_\_ 7.  \_\_\_\_\_ 8.  \_\_\_\_\_ 9. | Company plan that identifies how it will use marketing to achieve its goals.  Prospective customers a company wants to serve.  Segment of a market in which customers have similar characteristics and needs.  An unfulfilled desire.  Anything you require to live.  Reasons that you buy.  Blending of 4 marketing elements – product, price, place promotion.  Decision process and actions of consumers as they buy and use services and products.  Companies and organizations that purchase products for the operation of a business or the completion of a business activity. | a. business markets  b. buying behavior  c. buying motives  d. market  e. marketing mix  f. marketing research  g. marketing strategy  h. need  i. target market  j. want |

**Part 2 – Review Concepts**

Instructions: Read each question. Answer each question completely in the spaces provided.

10. What are the 2 steps in developing a marketing concept strategy.

11. Identify the 4 elements of a marketing mix.

12. What customer information does a business need in order to select a target market?

13. What are 3 methods businesses use to collect data in marketing research

14. What is the difference between an emotional and a rational buying motive?

15. Describe the process consumers go through to make a purchase decision.

16. Identify several categories of business customers.

17. Why do businesses frequently use purchasing specialists?

18. Provide examples of two unique target markets for a computer manufacturer.

19. What is the highest level of Maslow’s hierarchy of needs? Name several examples of

products and services that appeal to this need.

20. How does the consumer decision-making process differ for a product purchased regularly

and one that is being purchased for the first time.

21. Why would a business use a survey to gather marketing research information rather than

conducting an experiment?

22. How do you think the needs and purchase procedures of a government agency might be

different from those of a private business?

23. Why do businesses often continue to use the same supplier to buy products and services?

What might cause them to change suppliers?