

Name: _____ Date: _____



Chapter 1 Assessment

Part 1: Multiple Choice

Instructions

Choose the answer that best fits each statement below.

_____ 1. A plan for how a business should appear to customers and competitors is known as what?

- a. Promotion
- b. Customer service
- c. Pricing planning
- d. Brand strategy

_____ 2. Which is not an element of the marketing mix?

- a. Principle
- b. Price
- c. Place
- d. Promotion

_____ 3. What is a tangible item that is produced and sold to consumers?

- a. Thought
- b. Service
- c. Good
- d. Idea

_____ 4. The three elements of the marketing concept are _____.

- a. Market share, customer needs, marketing mix
- b. Customer needs, company goals, profits
- c. Channel management, customer needs, profits
- d. Planning, target market, social media marketing

_____ 5. The percentage of the market for a product or service that a company supplies is known as what?

- a. Marketing concept
- b. Market share
- c. Marketing mix
- d. Marketing plan

Part 2: Definitions

Instructions

Define the following key terms from this chapter.

6. Brand promise

7. Market research

8. Marketing mix

9. Social media

10. Target market

Part 3: Short Answer

Instructions

Answer each of the questions below in the space provided.

11. What steps are involved in the social media marketing process?

12. What is the marketing concept?

13. What are the elements of the marketing mix?

14. Describe the marketing function of pricing.

15. How do businesses use social media to make sales?