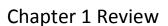
Name: _	Date:





## **Test Your Knowledge**

## Instructions

Answer each of the questions below in the space provided.

1. What is social media marketing?

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

3. What are the uses of social media in marketing?

## Chapter 1 Review | **Test Your Knowledge**



4.	What impact do marketing activities have on the individual, business, and society?	
5.	What are the differences between goods, services, and ideas?	
_		
6.	What is the marketing concept?	
7.	What are the elements of the marketing mix?	



8. What is the function of marketing information management?