

Think Critically

1. Why is marketing important to a business?

2. Why is it important to put your marketing plan in writing?

True or False

- _____ 1. A marketing mix is the blending of product, distribution, price, and promotion to satisfy a target market.
- _____ 2. Establishing short-, medium-, and long-term marketing goals ensures that the marketing you do today fits the vision you have for your business tomorrow.
- _____ 3. Long-term goals are what you want your business to achieve in the next two or three years.
- _____ 4. Short-term goals should not be listed in terms of product price, distribution, and promotion.
- _____ 5. Medium-term goals are used to create strategies for each element of the marketing mix.
- _____ 6. If a short-term goal is to generate traffic in a retail store, the marketing strategy should focus on the market share of the competition.
- _____ 7. Long-term goals show where you would like your business to be five or ten years from now but do not help you think about how to market your business today.
- _____ 8. A written marketing plan can help you define your market and identify your customers.
- _____ 9. The marketing concept uses the needs of entrepreneurs as the primary focus during the planning, production, distribution, and promotion of a product or service.
- _____ 10. Researching industry norms and past performances will help you develop appropriate performance standards for your marketing plan.

Multiple Choice

- _____ 1. Price is one of the elements of (a) the competition, (b) the marketing mix, (c) the channel of distribution, (d) market research.
- _____ 2. To use the marketing concept, businesses must do all of the following except (a) identify what will satisfy customers' needs and wants, (b) operate profitably, (c) devote half of its profits toward marketing, (d) develop products that are better than other choices.
- _____ 3. Marketing goals (a) need to be established only for the long-term, (b) help shape your marketing plan, (c) should never change, (d) can be used to determine your product mix.

