**Name: Marketing Unit Quiz Block C**

***Part I 5 Matching questions***

1. focus group
2. Inelastic demand
3. Commission
4. Sales forecast
5. Target market
6. a small group of people whose opinions are studied to determine the opinions that can be expected from a larger target market population.
7. A fee paid to salesperson based on a percentage of the amount they sold. For example, real estate agents earn a commission of 3% of the value of the property they sold.
8. An estimate of sales for a given period of time, like summer, or the next fiscal year.
9. Situations in which an change in price has little or no effect on demand.
10. A group of people identified as those most likely to become customers that have similar wants and needs.

***Part II 5 Written questions. Short answers can be written below each***

***question.*** */5*

1. When a salesperson communicates directly with a client to make an individual sale.



1. The process of building and maintaining informal relationships with people whose acquaintance could bring about business opportunities.



1. A group of people or companies who have a demand for a product or service and are willing and able to buy it.



1. the 4 strategies used to reach a target market: product, place, price and promotion.



1. The name, symbol, slogan message or design used to identify a products reputation and image.

***Part III 5 Multiple choice questions****.* ***Circle the correct answer.***

/5

1. The act of influencing potential customers to buy before the product is actually available.

***1. Niche 2. Presale 3. Image 4.Brand***

1. Measurable characteristics that describe a population by age, gender, income, ethnic background, education, and occupation. 

**1. Networking 2. Demographics 3. Psychographics 4. Image**

1. The impression people have of a company; it's personality or reputation.

**1. Brand 2. Niche 3. Market 4. Image**

1. Paid, non personal presentation of ideas, goods, or services direct at a mass audience by an identified sponsor. For example print, billboard, radio, TV or pop-up commercial.

**1.Publicity 2. Presale 3. Advertising 4. Networking**

1. The social and psychological characteristics like personality, values, opinions, beliefs, motivations, attitudes, and lifestyle that influences consumer behaviour.

**1.Demographics 2. Commission 3.Networking 4.Psychographics**

***Part IV 5 True/False questions***

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1. A performance goal assigned to a sales person for a specific period of time. → Sales forecastTrueFalse
2. situations in which a change in price creates a change in demand. → Inelastic demand TrueFalse
3. A researched plan used by a business to shape its product, place, price and promotion to reach it's target market. → Marketing mix TrueFalse
4. the amount of money taken off an original price → Markdown TrueFalse
5. A small, specialized segment of the market based on the unique needs of a few customers. → Image TrueFalse

***Part V What are the 4 P’s of Marketing and give example of each. /8***

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***Part VI What are the 10 Behaviours Most Successful people have and can you identify a person or company that demonstrates these behaviours?***

**/10**

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| Behaviour | Person or company- why? |  |
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***Part III Comment on the following: /10***

Any video you saw in class:

Your School based project

Any book or part of a book related to marketing, entrepreneurship, business

Pick one item on your School Inventory and describe its strengths, weaknesses and what recommendations you have to improve it.

What amazed you about the company you are doing your case study on?