

BA130 MODULE 5: Chapters 13, 14, 15, & 16 Activity Sheets

Chapter 13 Activity Sheet

Please give the correct answer.

1. Define marketing.
2. List the four eras in the evolution of marketing in the U.S.
3. Define customer relation management (CRM).
4. How do nonprofit organizations use marketing?
5. List the four Ps of marketing.
6. Define marketing mix.
7. Define product and brand name.
8. Define promotion.
9. Define marketing research.

10. List the steps in the marketing research process.

11. List the primary sources for marketing research.

12. List the secondary sources for marketing research.

13. List the five factors in the marketing environment that can affect marketing success.

14. List the two major markets in business marketing.

15. Define market segmentation.

Chapter 14 Activity Sheet

Please give the correct answer.

1. Define value.

2. Define a total product offer.

3. Define product line.

4. Define product mix.

5. Define product differentiation.

6. List and define the different classes of consumer goods and services.

7. Define industrial goods.

8. List the functions that the packaging must be able to do.

9. Define brand.

10. Define trademark.

11. List and define the categories of brand

13. Define brand equity.

15. Why is knowing the product life cycle important.

Chapter 15

Please give the correct answer.

1. Define marketing intermediaries.
2. Define the marketing channel of distribution.
3. Explain why marketing needs intermediaries?
4. Discuss value versus the cost of intermediaries.
5. Define utility.
6. List the six utilities.
7. Define retail sale. Define wholesale.
8. Define agents and brokers.
9. List the types of retail stores.
10. List the different types of nonstore retailing.
11. Discuss supply chains or value chain.
12. Define logistics.
13. List the different modes of transportation.

Chapter 16

Please give the correct answer.

1. Define promotion.
2. Define promotion mix.
3. Define integrated marketing communication (IMC).
4. List the six steps in establishing a promotional campaign.
5. Define advertising.
6. List the major categories used by various organizations to reach different market targets.
7. List the different medium used by marketing organizations.
8. Define infomercial.
9. Define interactive promotion.
10. Define personal selling.
11. List the steps in the selling process.

12. List the steps in the business-to-consumer (B2C) selling process.

13. Define public relations

14. Define publicity.

15. Define sales promotion.

16. List some business-to-business sales promotion techniques.

17. List some consumer sales promotion techniques.

18. Define sampling.

19. Define word of mouth.

20. Define viral marketing.

21. Define blog.

22. Define podcasting.

