

Name: _____ Date: _____ Period: _____

marketing principles

1. tangible items
 2. deciding how much to charge for goods and services
 3. providing customers with goods and services they want
 4. striving to meet customers needs and wants while making a profit
 5. Getting the money necessary to pay for setting up and running a business
 6. what does marketing help a business
 7. which of the following is an example of a service
 8. making decision about where to sell your product how to get them there and how to store them is which marketing function
 9. providing customers with goods and service they want to buy is which marketing function
 10. finish line ask their customers to go online to take a survey about the service they received while making their recent shoes purchase. which marketing function is finish line implementing
 11. which of the following is an example of a non profit organization
 12. which of the following is a characteristics
 13. business not associated with the government
 14. regardless of type of businesses there are four main functions
 15. the process of creating, growing
 16. all activities from the time a product leaves
 17. the process of achieving company goals
- A. business to their customer
 - B. research firm
 - C. pricing
 - D. house cleaning
 - E. accounting
 - F. YMCA
 - G. marketing activities
 - H. management
 - I. generate revenue
 - J. private sector
 - K. marketing concept
 - L. goods
 - M. selling
 - N. Financing
 - O. pricing
 - P. legislative
 - Q. board

18. what discipline keeps track of a company

R. production

19. which of the following is not one of the three branches of the government

S. marketing

20. which branches of the government has the greatest impact of business

T. Distribution