**Marketing mix decisions – Quiz questions**

1. **What choices do businesses have to make when marketing their products?**

•What shall the price be?

•What is the best design for the product?

•Where should it be sold?

•How should the product be promoted?

1. **Why is it important that the marketing mix works together?**

None of the 4Ps can be ignored, but priority will be given to different combinations of the four factors.

The elements of the marketing mix which have priority will vary over time, depending on the nature of the market in which the product or service is being sold.

1. **How are local markets used in marketing?**

Local markets allow specific marketing tactics to be used, adapting the 4Ps to local taste and incomes.

1. **How are national markets used In marketing?**

National markets need more consistency. A national marketing strategy needs to be developed, allowing the brand to become known and understood.

1. **How is marketing used in global markets?**

With global markets we have seen the need to establish an identifiable global brand – making promotion as homogenous as possible. Utilising the same advert with a local voiceover is typical of many global marketing campaigns.

1. **How is the internet helping niche markets?**

Now the internet removes this problem and raising awareness is much simpler. There is no need to list in local Yellow Pages throughout the country or use magazine ads that may be irrelevant to most readers. Instead, potential customers can access the niche product/service providers by quickly searching websites.

1. **What is a viral advert?**

Viral advertising is another form of social media advertising, with funny or stylish ads being sent from person to person.

1. **What is M-Commerce?**

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as mobile phones.

1. **What is E-Tailing?**

Online shopping (sometimes known as E-tailing, from ‘electronic retail’ or E-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet.

1. **What is clicks and bricks?**

Clicks and bricks is a marketing term which means that businesses need to have a web presence (clicks), plus a physical presence on the high street or in shopping centres (bricks).