**Activity 6 – Marketing mix decisions quiz**

1. **What is the marketing mix?**
* Product, Price, Place, People
* Price, place, Physical evidence, process
* Product, Price, Place, Promotion
1. **When making marketing decisions you must only consider the Price P?**
* True
* False
1. The marketing mix will vary from business to business?
* True
* False
1. **When reaching a global audience usually?**
* The marketing campaign differs from country to country.
* The marketing campaign is the same in various countries.
1. **When marketing globally what can you use to assist your campaign?**
* Price reductions.
* Global superstars.
* Viral adverts.
1. **When marketing to local markets the focus is on?**
* Tastes and incomes of the area
* A consistent marketing strategy from place to place.
1. **National markets usually need?**
* More consistent marketing approaches.
* More targeted marketing approaches.
1. **What type of pricing strategy can be adopted in global markets?**
* Skimming
* Penetration
* Destroyer
1. **Why would this pricing strategy be used in global markets?**
* Various areas may have different incomes.
* Various areas would have different market leaders to destroy.
* A new area would usually adopt a higher price.
1. **Which is easier to market – Goods or services?**
* Goods
* Services
1. **How has the introduction of new technology changed the way the 4Ps operate?**
* Evolved to meet customer needs and wants.
* Evolved to meet companies’ needs and wants.
1. **What is clicks and bricks?**
* When a company sells in a retail store.
* When a company sells online.
* When a company sells online and in a retail store.
1. **What is a viral social media advert?**
* Usually an advert that reaches a limit audience.
* Usually an advert that is sent to a wide audience via friends or family.
1. **Which of the following is an example of M Commerce?**
* Having a retail outlet in customer’s pockets.
* Having a retail outlet in multiple locations.
* Having a retail store and an online shop.
1. **How is the internet influencing pricing?**
* Prices are getting higher because of the internet.
* Price comparison on the internet is becoming more prevalent.
1. **Which of the following is an example of E tailing?**
* Online shopping
* Easy shopping in supermarkets.
* Click and collect.
1. **Setting up an EBay business has a lot of fixed costs?**
* True
* False

**Activity 6 – Marketing mix decisions quiz**

1) What is the marketing mix?

• Product, Price, Place, People

• Price, place, Physical evidence, process

• **Product, Price, Place, Promotion**

2) When making marketing decisions you must only consider the Price P?

• True

• **False**

3) The marketing mix will vary from business to business?

• **True**

• False

4) When reaching a global audience usually?

• The marketing campaign differs from country to country.

• **The marketing campaign is the same in various countries.**

5) When marketing globally what can you use to assist your campaign?

• Price reductions.

• **Global superstars.**

• Viral adverts.

6) When marketing to local markets the focus is on?

• **Tastes and incomes of the area**

• A consistent marketing strategy from place to place.

7) National markets usually need?

• **More consistent marketing approaches.**

• More targeted marketing approaches.

8) What type of pricing strategy can be adopted in global markets?

• Skimming

• **Penetration**

• Destroyer

9) Why would this pricing strategy be used in global markets?

• **Various areas may have different incomes.**

• Various areas would have different market leaders to destroy.

• A new area would usually adopt a higher price.

10) Which is easier to market – Goods or services?

• **Goods**

• Services

11) How has the introduction of new technology changed the way the 4Ps operate?

• **Evolved to meet customer needs and wants.**

• Evolved to meet companies’ needs and wants.

12) What is clicks and bricks?

• When a company sells in a retail store.

• When a company sells online.

• **When a company sells online and in a retail store.**

13) What is a viral social media advert?

• Usually an advert that reaches a limit audience.

• **Usually an advert that is sent to a wide audience via friends or family.**

14) Which of the following is an example of M Commerce?

• **Having a retail outlet in customer’s pockets.**

• Having a retail outlet in multiple locations.

• Having a retail store and an online shop.

15) How is the internet influencing pricing?

• Prices are getting higher because of the internet.

• **Price comparison on the internet is becoming more prevalent.**

16) Which of the following is an example of E tailing?

• **Online shopping**

• Easy shopping in supermarkets.

• Click and collect.

17) Setting up an EBay business has a lot of fixed costs?

**• False**