



## JA Marketing Principles 1®

### Quiz: Post-Session 1.1: What is Marketing?

Circle the best answer for each question.

**1. When does good marketing begin?**

- a. when the product is ready to be sold
- b. at the end of the product planning process
- c. at the beginning of the product planning process
- d. when the marketing budget is finalized

**2. Which of these is NOT one of the seven marketing functions?**

- a. promotion
- b. product and service management
- c. product placement
- d. pricing

**3. What makes an effective marketing slogan?**

- a. It is similar to familiar slogans.
- b. It makes a consumer want to buy a product.
- c. It does not make demands on consumers.
- d. It has a funny character in it.

**4. What are some jobs you would find in the marketing function selling?**

- a. researchers, survey designers, focus group leaders
- b. researchers, accountants, economists
- c. transportation workers, delivery people, logistics workers, fulfillment specialists
- d. retailers, e-commerce workers, store designers, merchandisers

**5. What is an activity you would find in the marketing function product and service management?**

- a. keeping the product line healthy
- b. getting products to customers
- c. raising the financing to get products to market
- d. gathering information on competitors