

JA Titan®

Quiz: Pre- and Post-Session Survey: Marketing

Answer the following questions so we can match your surveys for this program.

What are the first three letters of your **first** name? _____

What are the first three letters of your **last** name? _____

On what **month** and **day** were you born? _____
MONTH DAY

Circle the best answer for each question.

1. The four Ps of marketing include ____.

- a. price, product, production, and planning
- b. planning, price, place, and promotion
- c. product, price, place, and promotion
- d. none of the above

2. Which of the four Ps of marketing is missing from the following scenario? Ana has created vegan ice cream in a variety of flavors. This summer, she plans to sell scoops of ice cream in her front yard for 99 cents a cup.

- a. promotion
- b. planning
- c. preparation
- d. production

3. Because the goal of spending money on marketing now is to increase profits later, the money spent on marketing is a(n) ____.

- a. investment
- b. innovation
- c. interest
- d. profit margin

- 4. To properly apply the 4 Ps, a company must know the correct segment of consumers who share a defined buying pattern or preference. The term for a segment of consumers is ____.**
- a. demographic
 - b. investment
 - c. innovation
 - d. production