

In order to be prepared for Principles of Marketing, I would like you to answer the following questions. These are the Functions of Marketing.

Distribution

Question 1

There are 4 primary methods of distribution (how products get from one place to another) Try to list all 4

- 1.
- 2.
- 3.
- 4.

Question 2

Where does a Restaurant like Subway buy the products that they prepare and then sell?

Financing

Question 3

List any credit cards you (or your parents) own for individual stores (the Gap, Express, etc)

Question 4

Why do you think businesses offer customers the option of using their in-store credit cards?

Question 5

Where do Entrepreneurs get the money they need to start a new business?

Marketing Information Management

Question 6

Have you ever taken part in a mall intercept survey? Or a phone survey? Or a survey on the back of a receipt?

Question 7

If yes, what group / business were they representing? What kind of questions did they ask?

Question 8

If no, why not? What are your feelings about these kinds of surveys?

Pricing

Question 9

What is one thing that you purchase most? (Be specific, include the brand name)

Question 10

Do you think it is priced competitively compared to similar products?

Question 11

How does price affect the fact that you purchase it?

Question 12

List something that you want to purchase but can't because it's too expensive. If the price dropped, would you still want to purchase it?

Product / Service Management

Question 13

Name the first 3 brands that come to mind

Question 14

List one original product and then list two "product extensions" that have branched out (ex. Original Skittles → Mint Skittles)

Question 15

List two products / name brands that were really cool 5-10 years ago, but are not cool anymore

Question 16

Name 3 brand names that you can *only* purchase at Kohl's

Promotion

Question 17

List one promotion you remember from when you were a kid that was on the back of a cereal box

Question 18

List one radio / tv commercial you remember from this morning?

Question 19

What type of promotion affects your buying behavior the most?

- Television commercials
- Radio Commercials
- Personal selling
- Sales promotions - twist the cap, coupons, etc

Question 20

What do you think is the *LEAST* effective type of promotion?

What do you think is the *MOST* effective type of promotion?

Selling

Question 21

Have you ever had a really terrible experience with a salesperson? Which store? What happened?

Question 22

Have you ever had a really wonderful experience with a salesperson? Which store? What happened?

Question 23

Is there a store that has such high-pressure selling (the sales person won't leave you alone) that you hardly want to shop there anymore? Where?

Question 24

When a sales person come up to you and asks "can I help you with anything?" your most frequent response is...