**NAME THAT FUNCTION!**

**Directions: In the blank, write the marketing function that is illustrated by each statement.**

1. An article in a newspaper explains that a new business is about to open. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. A business analyzes what competitors are charging for products. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. A consumer answers survey questions after tasting a new food product. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. A manufacturer determines what businesses will offer its products. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. A quick-serve restaurant adds pancakes to its breakfast menu. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. A salesperson explains to a customer how to operate a DVD player. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. A department store marks up cookware by 20 percent over cost. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. A retailer provides customers with the products they want. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. A business decides to use billboards rather than radio commercials. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. A company decides to distribute its products directly to the ultimate consumer.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. An electronics store marks down a stereo system by 20 percent. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

12. A sporting goods store decides to carry a line of tennis racquets. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

13. Businesses research what type of products the competition is offering. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

14. A bookstore develops an online catalog and ordering system. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. A manufacturer selects businesses to ship, promote, and sell its products. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**THE FUNCTIONS MADE THIS!**

**Directions: Read the following case, and answer the questions that follow.**

The popularity of the home theater system has increased greatly in recent years. Many households own home theater systems. As a result, many of these households want theater seating for their homes.

Ray Wilson, a furniture manufacturer, hired a research firm to determine how many consumers own theater systems for their homes. The firm surveyed a sample of consumers as well as retailers to obtain the information. The firm also conducted research to find out what type of furniture consumers are using for seating. The firm was able to tell Ray that there is a significant market for seating designed specifically for home theater systems.

Ray asked his design department to design a new type of seating that would be attractive as well as comfortable to customers. Then, the newly designed theater seats were made according to specifications. Ray calculated how much each seat cost to manufacture and set a wholesale price that covered expenses and earned a reasonable profit. After doing so, Ray developed a channel of distribution including wholesalers and retailers to get the theater seats to consumers.

Upon receiving the seats, the wholesalers shipped them to several retailers across the country. One retailer who purchased the theater seats put one on display with a plasma TV and accessories to show how it would look in a home. A salesperson pointed out to customers the features and quality construction of the theater seat.

Questions

1. How did Ray conduct marketing-information management?

2. What type of product/service management did Ray do?

3. What activities were involved in the pricing function?

4. How did Ray use the channel management function?

5. What activity is an example of the promotion function?

6. How did a salesperson use the selling function?

**Directions:** Identify the correct answer to each of the following questions. Use a separate sheet of paper to record your responses.

**Objective A**

1. There are many activities in marketing that are interrelated and similar in purpose. These activities are referred to as marketing

a. responsibilities. c. tactics.

b. functions. d. strategies.

2. Which marketing function involves creating the correct product mix for a business?

a. Financing c. Selling

b. Marketing-information management d. Product/Service management

3. In what marketing activity do businesses engage to meet the wants and needs of consumers?

a. Product/Service management c. National advertising

b. Cost-benefit analysis d. Pricing

4. Gathering, accessing, synthesizing, evaluating, and disseminating data for use in making business decisions is the responsibility of

a. management. c. marketing-information management.

b. product/service management. d. product development.

5. Identify the marketing function in the following situation: While shopping at the mall, Susan is asked her opinion of different brands of shampoo.

a. Promotion c. Marketing-information management

b. Behavioral segmentation d. Specialty advertising

6. Making both buyers and sellers feel they are getting good value is part of the \_\_\_\_\_\_\_\_\_\_ function of marketing.

a. promotion c. financing

b. pricing d. purchasing

7. A product being in great demand is a factor that might encourage businesses to

a. decrease inventory. c. contact competitors.

b. adjust prices. d. gather information.

8. The marketing function that is responsible for the flow of goods or services from the producer to the customer is

a. purchasing. c. selling.

b. product/service management. d. channel management.

9. Which marketing function involves determining where products will be sold?

a. Channel management c. Promotion

b. Servicing d. Selling

10. Communicating information to consumers or clients about products, images, or ideas to achieve a desired outcome is the \_\_\_\_\_\_\_\_\_\_ function.

a. purchasing c. planning

b. pricing d. promotion

11. Identify the marketing function illustrated in the following situation: Martha wants a winter coat and sees a style she likes in a magazine advertisement.

a. Selling c. Pricing

b. Promotion d. Purchasing

12. The marketing function which involves the matching and satisfying of customer wants and needs with available goods or services is

a. selling. c. prospecting.

b. market research. d. purchasing.

**OBJECTIVE B**

13. Which of the following is an activity in the product/service management function:

a. Creating demand for a product

b. Forecasting what will happen in the future

c. Informing customers about new products

d. Phasing out unprofitable products

14. An effective marketing-information management function enables marketers to

a. determine what products customers want.

b. determine the price of a good or service.

c. select suppliers for products.

d. create demand for a good or service.

15. Which function of marketing determines how much gross profit a business will make on a good or service?

a. Channel management c. Promotion

b. Pricing d. Risk management

16. To be successful, businesses need to set prices that cover costs and

a. stabilize marketing data. c. maximize return.

b. encourage protectionism. d. spur inflation.

17. Which of the following marketing functions enables businesses to have their products in the right place at the right time:

a. Risk management c. Selling

b. Promotion d. Channel management

18. Which marketing function can remind customers of items that they want to purchase?

a. Promotion c. Financing

b. Product/Service management d. Pricing

19. One reason the selling function is so important is because it involves

a. setting high prices. c. contact with customers.

b. displaying products. d. feedback from vendors.

20. How does the marketing function of selling benefit society?

a. Creates a relationship with customers c. Determines to whom to sell

b. Helps to increase employment d. Affects demand for a good or service