**Getting It Done**

Directions: Each of the following items describes something that a marketer would do while conducting one of the activities that make up the marketing process. In the space provided, indicate which of the marketing activities is being illustrated.

**Marketing Activities**

a. Planning how to carry out the marketing process

b. Finding out about customers

c. Offering the products customers want

d. Determining how much to charge for the products

e. Communicating with customers

f. Putting products where they need to be

1. \_\_\_\_\_\_\_\_ Conducting research to identify products that would satisfy customers

2. \_\_\_\_\_\_\_\_ Buying goods from a manufacturer to resell to customers

3. \_\_\_\_\_\_\_\_ Taking a new product for a “test drive”

4. \_\_\_\_\_\_\_\_ Sponsoring a charity event

5. \_\_\_\_\_\_\_\_ Determining how to coordinate all of the marketing activities

6. \_\_\_\_\_\_\_\_ Identifying a price that buyers and sellers both like

7. \_\_\_\_\_\_\_\_ Asking customers what their needs are

8. \_\_\_\_\_\_\_\_ Evaluating the success of marketing activities

9. \_\_\_\_\_\_\_\_ Advertising a new business on the radio

10. \_\_\_\_\_\_\_\_ Determining where customers are likely to purchase a certain product

**The Riverside Paint Store**

Brenda and Ed Schafer went to the Riverside Paint Store to purchase paint to match their new wallpaper. Brenda had seen a newspaper advertisement for the paint store which offered custom mixing of paint to match paint colors with furniture, draperies, or wallpapers. Brenda knew they would require a specially mixed paint because the color needed was unusual and not readily available. Brenda expected to pay about $10 for the paint.

The Schafers explained to the salesperson that they wanted to purchase one quart of specially mixed paint to match their wallpaper. The salesperson told them that, unfortunately, it was company policy to custom blend paint in gallon quantities only. He explained to them that management believed it was too time-consuming, costly, and inconvenient to custom blend paint in quantities less than a gallon. In other words, the Schafers would have to purchase a $30 gallon of the paint when only one quart was needed.

Brenda and Ed did not want to buy an entire gallon of paint. They were also upset that the newspaper advertisement did not specify a minimum purchase of a gallon. Realizing that the salesperson was not responsible for the policy, they asked to talk to the manager.

**Questions**

1. If you were the Schafers, would you be willing to purchase more paint than you needed just to have the special color? Why or why not?
2. Does the Riverside Paint Store practice the marketing concept? Explain.
3. The Schafers felt that the newspaper advertisement was misleading and planned to discuss their feelings with the manager. They wanted to emphasize the marketing concept to the manager. What suggestions could they have given the manager?
4. Which marketing activities (e.g., planning how to carry out the marketing process, finding out about customers, offering the products customers want, etc.) were described in the scenario?

**Directions: Identify the correct answer to each of the following questions.**

Objective A

1. Marketing links producers to

a. distributors. c. marketers.

b. retailers. d. customers.

2. Marketing is described as creating

a. exchanges. c. advertisements.

b. needs. d. gaps.

3. Which of the following is a marketing activity:

a. Balancing customer needs with wants c. Communicating with customers

b. Leading a project team d. Committing to lower operational expenses

4. What provides the basis for all marketing goals and actions?

a. Pricing c. Budgeting

b. Planning d. Retailing

5. For both the customer and the seller, striking the right pricing balance makes the exchange

a. beneficial. c. disappointing.

b. painful. d. manageable.

6. How do marketers get their messages to customers?

a. By communicating with them c. By trusting them

b. By leaving them alone d. By ignoring them

7. Which of the following is a method used to communicate with customers:

a. Manufacturing c. Customer orientation

b. Personal selling d. Marketing concept

8. The purpose of communicating with customers is to

a. survey customers. c. store customers’ goods.

b. befriend customers. d. attract customers’ interest.

9. In an overall sense, where does marketing occur?

a. Wherever advertisements are c. Wherever trucks are

b. Wherever stores are d. Wherever customers are

10. Of the following, which is a durable good:

a. Coffee mug c. Hamburger

b. Insect repellent d. Lip balm

11. Which of the following activities is an aspect of marketing a service:

a. Finding out customers’ favorite coffee flavors

b. Determining how much to charge for a haircut

c. Developing a new, improved cell phone

d. Advertising the state of Michigan on television

12. Which of the following items cannot be marketed:

a. Holiday c. Hopefulness

b. Health d. Hawaii

Objective B

13. In the marketing concept, whose point of view matters most?

a. Seller’s c. Marketer’s

b. Buyer’s d. Planner’s

14. According to the marketing concept, which option demonstrates customer orientation?

a. Convincing a buyer to buy c. Finding out what a buyer wants

b. Researching a firm’s competitors d. Advertising the features of a product

15. According to the marketing concept, which option shows company commitment?

a. Leaving marketing to the marketing department

b. Teaching marketing to college marketing students

c. Setting aside funds to research what customers want

d. Pricing a product to maximize profitability per item

16. According to the marketing concept, keeping company goals in mind means to

a. complain about product prices. c. remain involved in marketing.

b. contain marketing costs. d. maintain the firm’s purpose.

Objective C

17. Overall, what does marketing allow us to do?

a. Stop buying online c. Feel better about shopping

b. Live our daily lives d. Limit our spending

18. Which of the following is the most common reason for businesses to search for ways to make their products better and cheaper:

a. Competition c. E-commerce

b. Publicity d. Service marketing

19. Marketing encourages people from different countries to \_\_\_\_\_\_\_\_\_\_ frequently.

a. travel c. think

b. train d. trade

20. Without marketing, producers and customers would be

a. in close communication with each other.

b. highly dependent on advertising agencies

c. disconnected from each other.

d. exposed to many new and improved products.