

Student _____

Date _____

Class _____

Instructor _____

CHAPTER 13 Marketing in Today's World

Key Concepts: Multiple Choice

DIRECTIONS: Circle the letter for the word or phrase that best completes each sentence.

1. _____ is *not* a stage of product development.
 - a. Testing
 - b. Screening
 - c. Evaluation
 - d. Distribution
2. A channel of distribution directs _____.
 - a. products to producers
 - b. consumers to wholesalers
 - c. products to consumers
 - d. retailers to distributors
3. The biggest impact distribution has on marketing is how it affects _____.
 - a. the design of the product
 - b. the content of the product
 - c. the pricing of the product
 - d. the number of units of the product sold
4. This is *not* a question marketers consider to determine the price of a product: _____.
 - a. How much are customers willing to pay?
 - b. Is the price fair?
 - c. Is the price competitive with other products?
 - d. Can the company make a profit?
5. _____ is *not* one of the functions of marketing.
 - a. Financing
 - b. Production
 - c. Product
 - d. Promotion