

Module 15, Lesson 5 Quiz:

Marketing Clarity

1. Which of the following statements are always true:
 - a. Marketing and advertising are interchangeable words
 - b. The more types of customers you target, the more you'll sell
 - c. If your product or service is good enough, you don't need to market it — it will sell itself
 - d. **Spending more money on advertising and marketing does not always translate into attracting more customers**

2. The 4 P's of Marketing are:
 - a. **Product, Price, Place, Promotion**
 - b. Product, Price, People, Place
 - c. People, Place, Price, Promotion
 - d. Product, Place, People, Promotion

3. Which of the following will marketing help you do:
 - a. It will help you capture the attention of your target market
 - b. It will help you persuade customers to purchase your product or service
 - c. It will provide your customers with a specific, easy-to-take action that will make them feel good
 - d. **All of the above**