1. Marketing is best described as:

   ☐ making as many products as possible

   ☐ advertising on television only

   ☐ identifying and satisfying customer needs profitably

   ☐ setting the lowest possible price

2. The equilibrium price is where:

   ☐ quantity supplied is zero

   ☐ price is at its highest level

   ☐ quantity demanded equals quantity supplied

   ☐ quantity demanded is zero

3. Conducting a new customer survey is an example of:

   ☐ primary research

   ☐ desk research

   ☐ secondary research

   ☐ a sample frame

4. Which are the 4 Ps of the marketing mix? (Select all that apply.)

   ☐ Promotion

   ☐ Price

   ☐ Product

   ☐ Profit

   Tick every correct option.

5. Setting a low price to win market share quickly is:

   ☐ cost-plus pricing

   ☐ penetration pricing

   ☐ skimming

   ☐ psychological pricing

6. A market-oriented business starts by:

   ☐ finding out what customers want

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   ☐ cutting costs

   ☐ making a product, then finding buyers

7. Price rises 10% and quantity demanded falls 25%. What is the size of PED?

   _____

8. A sample that is not representative can give misleading results, however large it is.

   ☐ True ☐ False

9. A balanced product portfolio means all of a firm's products are at the same stage of the life cycle.

   ☐ True ☐ False

10. Above-the-line promotion uses targeted methods such as direct mail and sponsorship.

    ☐ True ☐ False

1. **identifying and satisfying customer needs profitably**

   Marketing is about meeting customer needs at a profit, not just adverts.

2. **quantity demanded equals quantity supplied**

   Equilibrium clears the market.

3. **primary research**

   Primary research collects new first-hand data.

4. **Promotion; Price; Product**

   The 4 Ps are Product, Price, Place and Promotion – not Profit.

5. **penetration pricing**

   Penetration pricing uses a low price to gain share.

6. **finding out what customers want**

   Market orientation puts customer needs first, lowering risk.

7. **2.5**

   PED = 25% / 10% = 2.5 (elastic).

8. **True**

   Representativeness matters as much as sample size.

9. **False**

   False. A balanced portfolio holds products at different stages, so new products can replace declining ones and overall sales stay steadier.

10. **False**

    False. Above-the-line promotion uses paid mass media such as TV, radio and press adverts. Direct mail and sponsorship are below-the-line methods.

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