

CHAPTER 10

The Marketing Plan

A. Match each definition in the left column with the correct term from the right column.

Write the letter of the term in the space provided.

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|---|----------------------------|
| _____ 1. the name, symbol, or design used to identify a product | a. product mix |
| _____ 2. the path a product takes from producer to final user | b. package |
| _____ 3. the particular combination of product, price, place and promotion strategies used to reach a target market | c. exclusive distribution |
| _____ 4. investing in products one does not currently produce or businesses one is not currently involved in | d. channel of distribution |
| _____ 5. limits the number of distribution outlets to one area | e. brand |
| _____ 6. all the products a company makes or sells | f. private brand |
| _____ 7. products packaged with the retailer's rather than the manufacturer's name on them | g. marketing mix |
| _____ 8. the container or wrapper that holds a product | h. diversification |

B. In the space on the left, write the letter of the choice that best completes the statement or answers the question.

- _____ 9. Which of the following describes the channel that moves a product from producer to customer with no one in-between?
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|-------------------------|-------------------|
| a. indirect channel | c. direct channel |
| b. distribution channel | d. market channel |
- _____ 10. The part of the product's package used to present information is the
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|-----------------|-----------|
| a. product mix. | c. brand. |
| b. symbol. | d. label. |
- _____ 11. This strategy involves how you will deliver your goods and services to your customers.
- | | |
|---------------------|---------------------|
| a. price strategy | c. place strategy |
| b. product strategy | d. project strategy |
- _____ 12. Short-term marketing objectives are for
- | | |
|-----------------|----------------|
| a. three years. | c. one year. |
| b. ten years. | d. five years. |
- _____ 13. A document that consists of four strategies – product, place, price, and promotion.
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|------------------|-------------------|
| a. business plan | c. product plan |
| b. sales plan | d. marketing plan |

