

Travel & Tourism

Chapter 8 Outline & Homework The Marketing Environment

Vocabulary

Marketing-

Distribution-

Marketing Concept-

Target Market-

Marketing mix-

Utility-

8.1 Marketing Process

1.

2.

3.

The Marketing Concept

The Marketing Mix

1.

2.

3.

4.

Concept of Utility

8.2 Planning Marketing

Marketing Plan

Defining the Mission

Environmental Analysis

Internal Factors

External Factors

Other External Factors

1.

2.

3.

4.

Setting Goals & Objectives

Chapter 8: The Marketing Environment

1. Market research, product promotion, and product distribution are all steps in _____.

- A) the promotional mix
- B) the marketing process
- C) an environmental analysis
- D) defining a mission

2. What are the four basic elements of the marketing mix?

- A) executive summary, situation analysis, marketing strategies, and evaluation and control
- B) demographic, psychographics, behavioristics, and politics
- C) product, price, place, and promotion
- D) coupons, ads, direct mail, and broadcasting

3. The idea that an organization needs to satisfy its customers while trying to reach its goals is known as the _____.

- A) marketing mix
- B) marketing concept
- C) mission
- D) none of the above

4.

What is meant by utility?

- being practical
 - A)** a business's purpose, or goal
 - the concept of conveying the value of products through placement, adequate information, and easy exchange
 - C)** the idea that an organization needs to satisfy its customers while trying to reach its goals
 - reach its goals
-

5.

What is the purpose of a marketing plan?

- to define the business's purpose, or goal
 - A)** to provide direction for the marketing activities of a company for a limited time
 - to identify an organization's strengths, weaknesses, opportunities, and threats
 - C)** none of the above
 - none of the above
-

6.

In an environmental analysis, increased competition would be an example of (n) _____.

- internal factor affecting the marketing environment
 - A)** external factor affecting the marketing environment
 - opportunity
 - C)** strength
 - strength
-

7.

An organization's objectives should be _____.

- short and few in number
- A)** clear and specific
- clear and unreasonable
- C)**

- all of the above
- D)

8. How do economic conditions affect the marketing of travel and tourism products?

- They determine how safe it is for people to travel.
- A)
- They help marketers understand the patterns of behavior of groups of people.
- B)
- They determine how much money people are willing to spend on travel and tourism.
- C)
- none of the above
- D)

9. The process of getting the product to the consumer is called _____.

- distribution
- A)
- marketing
- B)
- destination marketing
- C)
- promotion
- D)

10. Product decisions include _____.

- naming and deciding how to package a product
- A)
- naming and determining the price of a product
- B)
- determining price and selecting advertising media
- C)
- deciding how to package and where to place a product
- D)