Chp. 11-1

1. What is marketing?
2. What is the estimate for the cost of marketing for a good?
3. What are the four areas that marketing focuses on?
4. What is marketing’s sole purpose today?
5. Explain the four types of utilities.
6. What is market research?
7. Why is early market research done?
8. Why is market research done after the release of the product?
9. What is a market survey?
10. What is test marketing and why is it done?