Chp. 11 Sec. 2

1. What are the four P’s of marketin?
2. What additional services help make a sale?
3. What about packaging helps make a sale?
4. What is product identification?
5. What is price leadership?
6. What is penetration pricing?
7. Why is where a company sells a product obvious most of the time?
8. What is promotion?
9. What companies direct mail advertising?
10. What are a couple of promotional efforts used to sell goods?
11. What is the product life cycle?
12. How do marketers try to expand the life of a product?