Marketing II

Standard 1 Review

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_

**Selling**

1. List the 4 P’s of Marketing and give an example for each.

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| **4 P’s** | **Example** |
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1. List the 7 Functions of Marketing and identify an activity in each function.

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| **Function** | **Activities** |
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1. List the Market Segmentation and describe elements in each segment.

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| **Market Segmentation** | **Elements** |
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