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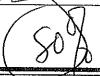
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CHAPTER

Marketing Is All Around Us



Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
- 3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
- **4.** A television commercial stresses the benefits of buying a new protein bar.
- 5. A company uses information from its sales records to reduce its product line by eliminating the products that did not sell well in the last two years.
- 6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
- A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

- FORM POSOCCION INFORMATION
- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11) Offering overnight delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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CHAPTER 1

Marketing Is All Around Us

Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function
pricing
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Financing
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Example

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
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Marketing Is All Around Us

Marketing Application 1

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Function Selling
Pricing
Matheting Information Managemen
Promotion
Product service Management
Financing .
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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
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Marketing Is All Around Us

Marketing Application 1

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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
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- 8. Adding aloe to hand soap.
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Marketing Is All Around Us

Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

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Pricing
Marketing Information ragmit-
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Product Carice Mgmi.
Financing.
Distribution

Example

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- 8. Adding aloe to hand soap.
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- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Is All Around Us

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
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 - 7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function selling
Pricing
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Promotion
Product/ cervice managemen
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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
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- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function
Selling
Pricing
Market Information manage ma
Primotion
Product suvice management
Financing
Distribution

Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
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- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- **12.** A company Web site offering the sale of its products directly to consumers.

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven function

of marketing: dist	tribution, financing, marketing information management, ervice management, promotion, and selling.
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DIRECTIONS: Economic Utilitic utility that it description and information. Torm Possession Tuformation Time	company that specializes in trucking and warehousing of imported goods. es For each of the following examples, write the economic ribes. Economic utilities include: form, place, possession, time, 8. Adding aloe to hand soap. 9. Offering installment credit in the sale of appliances. 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.

- night delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function
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Pricing
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Example

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
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- **12.** A company Web site offering the sale of its products directly to consumers.

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Example

Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

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Pricing	 A retail store employee puts a pair of shoes on a customer and asks how they feel. A retailer decides to mark down all swimsuits in
Markeline in Dry align	August.
_	3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
Service management V	4. A television commercial stresses the benefits of buying a new protein bar.
	5. A company uses information from its sales records to reduce its product line by eliminating the products that did not sell well in the last two years.
Financing.	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
Distribution	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function	selling
	Pricing
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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in \August.
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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Is All Around Us

Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions

of marketing pricing, prod	distribution, financing, marketing information management, uct/service management, promotion, and selling.
Function	Example
Selling	1. A retail store employee puts a pair of shoes on a
Pricing	customer and asks how they feel. 2. A retailer decides to mark down all swimsuits in August.
marketing information plantaking	3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
Promotion	4. A television commercial stresses the benefits of buying a new protein bar.
Parket les un management	5. A company uses information from its sales records to reduce its product line by eliminating the products that did not sell well in the last two years.
tragar	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
Philip combigs	 A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.
utility that it and informati	tilities For each of the following examples, write the economic describes. Economic utilities include: form, place, possession, time, ion.
form	8. Adding aloe to hand soap.
Possesion	9. Offering installment credit in the sale of appliances.
information	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
Time	11. Offering overnight delivery of candy and fresh flowers on February 13.
place.	12. A company Web site offering the sale of its products directly to consumers.

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Marketing Is All Around Us

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Pricing Marketing information management Promotion Product Service management
Marketing information maragement Promotion
Promotion
Product Service management
Financing.
distribution

Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
- 3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
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- 6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
- 7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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CHAPTER Marketing Is All Around Us

Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function	Example
PRICING	 A retail store employee puts a pair of shoes on a customer and asks how they feel. A retailer decides to mark down all swimsuits in August. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office. A television commercial stresses the benefits of buying a new protein bar. A company uses information from its sales records to reduce its product line by eliminating the products that did not sell well in the last two years. A small manufacturer applies for a bank loan in order to upgrade its computer network.
DIRECTIONS: Economic Utilities	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods. So For each of the following examples, write the economic bes. Economic utilities include: form, place, possession, time,
FURN UTILLY POSSESION UTILLY INFORMATION TIME UTITLY	 8. Adding aloe to hand soap. 9. Offering installment credit in the sale of appliances. 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges. 11. Offering overnight delivery of candy and fresh flowers on February 13.

12. A company Web site offering the sale of its products

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CHAPTER 1

Marketing Is All Around Us

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function
Selling
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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
- d3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
- **4.** A television commercial stresses the benefits of buying a new protein bar.
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- 7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- **12.** A company Web site offering the sale of its products directly to consumers.

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Marketing Is All Around Us

Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

Function
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Pricing
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distribution

Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
- 3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
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- 7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
- 11. Offering overnight delivery of candy and fresh flowers on February 13.
- 12. A company Web site offering the sale of its products directly to consumers.

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Marketing Application 1

DIRECTIONS: Functions of Marketing For each of the examples noted below, write the function of marketing that it describes. Select from the following seven functions of marketing: distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.

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Example

- 1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
- 2. A retailer decides to mark down all swimsuits in August.
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- 7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

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- 8. Adding aloe to hand soap.
- 9. Offering installment credit in the sale of appliances.
- 10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
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