

Student # : 2

JFK HS

Class Mktg 1

Teacher N. Perez

# CHAPTER 1 Marketing Is All Around Us

80%

## 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
BOLING	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
PRICING	2. A retailer decides to mark down all swimsuits in August.
MARKETING INFO MANAGE	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.
PRODUCT/SERVICE MANAGE	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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

FORM	8. Adding aloe to hand soap.
POSSESSION	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.
	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	Example
selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
pricing	2. A retailer decides to mark down all swimsuits in August.
marketing information management	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.
product/service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form	8. Adding aloe to hand soap.
possession	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.
place 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.

# 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	Example
<u>Selling</u>	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
<u>Pricing</u>	2. A retailer decides to mark down all swimsuits in August.
<u>Marketing Information Management</u>	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.
<u>Promotion</u>	4. A television commercial stresses the benefits of buying a new protein bar.
<u>Product service Management</u>	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.
<u>Financing</u>	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
<u>Distribution</u>	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

<u>Form Utility</u>	8. Adding aloe to hand soap.
<u>Possession Utility</u>	9. Offering installment credit in the sale of appliances.
<u>Information Utility</u>	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
<u>Time Utility</u>	11. Offering overnight delivery of candy and fresh flowers on February 13.
<u>Place Utility</u>	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	Example
selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
pricing	2. A retailer decides to mark down all swimsuits in August.
marketing information management	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.
product/service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form	8. Adding aloe to hand soap.
possession	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 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

Selling

1. A retail store employee puts a pair of shoes on a customer and asks how they feel.

Pricing

2. A retailer decides to mark down all swimsuits in August.

Marketing Information Mgmt.

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.

Product/Service Mgmt.

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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Form

8. Adding aloe to hand soap.

Possession

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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# 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

Example

Selling

1. A retail store employee puts a pair of shoes on a customer and asks how they feel.

Pricing

2. A retailer decides to mark down all swimsuits in August.

Marketing Information Management

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.

Product/Service 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.

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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Form

8. Adding aloe to hand soap.

Possession

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 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
selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
Pricing	2. A retailer decides to mark down all swimsuits in August.
marketing	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.
Product/ service 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.
financing	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
promotion	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Form	8. Adding aloe to hand soap.
Possession	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 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
<u>Selling</u>	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
<u>Pricing</u>	2. A retailer decides to mark down all swimsuits in August.
<u>Market information management</u>	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.
<u>Promotion</u>	4. A television commercial stresses the benefits of buying a new protein bar.
<u>Product/service management</u>	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.
<u>Financing</u>	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
<u>Distribution</u>	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

<u>Form</u>	8. Adding aloe to hand soap.
<u>possession</u>	9. Offering installment credit in the sale of appliances.
<u>information</u>	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
<u>time</u>	11. Offering overnight delivery of candy and fresh flowers on February 13.
<u>place</u>	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	Example
Selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
Pricing	2. A retailer decides to mark down all swimsuits in August.
Marketing Information Management	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.
Product / Service 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.
Financing	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
Distributions	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Form	8. Adding aloe to hand soap.
Possession	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 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
selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
pricing	2. A retailer decides to mark down all swimsuits in August.
marketing information management	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.
product/service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form utility	8. Adding aloe to hand soap.
possession utility	9. Offering installment credit in the sale of appliances.
information utility	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
time utility	11. Offering overnight delivery of candy and fresh flowers on February 13.
place utility	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	Example
Selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
Pricing	2. A retailer decides to mark down all swimsuits in August.
Marketing information management	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.
Service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form	8. Adding aloe to hand soap.
Possession	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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# 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	Example
Selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
Pricing	2. A retailer decides to mark down all swimsuits in August.
Marketing information management	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.
Product service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Form	8. Adding aloe to hand soap.
Possession	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 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
Selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
Pricing	2. A retailer decides to mark down all swimsuits in August.
marketing information management	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.
Product/Service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form	8. Adding aloe to hand soap.
Possession	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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# 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	Example
Selling	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
Pricing	2. A retailer decides to mark down all swimsuits in August.
Marketing information management	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.
Product /service 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.
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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Form utility	8. Adding aloe to hand soap.
Possession utility	9. Offering installment credit in the sale of appliances.
Information utility	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
Time utility	11. Offering overnight delivery of candy and fresh flowers on February 13.
Place utility	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	Example
<u>SELLING</u>	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
<u>PRICING</u>	2. A retailer decides to mark down all swimsuits in August.
<u>MARKETING INFORMATION MANAGEMENT</u>	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.
<u>PROMOTION</u>	4. A television commercial stresses the benefits of buying a new protein bar.
<u>PRODUCT/SERVICE MANAGEMENT</u>	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.
<u>FINANCING</u>	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
<u>DISTRIBUTION</u>	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

<u>FORM UTILITY</u>	8. Adding aloe to hand soap.
<u>POSSESSION UTILITY</u>	9. Offering installment credit in the sale of appliances.
<u>INFORMATION</u>	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
<u>TIME UTILITY</u>	11. Offering overnight delivery of candy and fresh flowers on February 13.
<u>PLACE UTILITY</u>	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

Example

Selling

1. A retail store employee puts a pair of shoes on a customer and asks how they feel.

Pricing

2. A retailer decides to mark down all swimsuits in August.

Marketing

Information Management

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.

product/service 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.

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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form

8. Adding aloe to hand soap.

possession

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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# 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	Example
<u>Selling</u>	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
<u>Pricing</u>	2. A retailer decides to mark down all swimsuits in August.
<u>Marketing information management</u>	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.
<u>Promotion</u>	4. A television commercial stresses the benefits of buying a new protein bar.
<u>Product/service management</u>	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.
<u>Financing</u>	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
<u>Distribution</u>	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

<u>Form</u>	8. Adding aloe to hand soap.
<u>Possession</u>	9. Offering installment credit in the sale of appliances.
<u>Information</u>	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
<u>Time</u>	11. Offering overnight delivery of candy and fresh flowers on February 13.
<u>Place</u>	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

Example

selling

1. A retail store employee puts a pair of shoes on a customer and asks how they feel.

pricing

2. A retailer decides to mark down all swimsuits in August.

marketing information management

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.

product service 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.

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.

**DIRECTIONS: Economic Utilities** For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

form

8. Adding aloe to hand soap.

possession

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.