

Name: _____

7 Function W.S.

Directions: The first portion of the worksheet will be a short answer. You do not have to write in complete sentences; bullet points or short phrases are permitted.

1. Define Marketing below (3 point).
2. Define each word below and give an example (4 points):

Good-

Ex.

Service-

Ex.

Directions: The next section will require filling in the blank after each scenario of the functions that it best represents. Remember that all of the activities that marketers do to a good or service are called functions. Be sure to use the full name of the function.

3. Proposing a plan to a banker to get a loan for a new restaurant. The plan includes budgets, goals, target market strategies, products, price, place, and promotion.

4. Kwik Trip having signs posted in the store that say, "Bananas Only \$.69".

5. Buying published documents (already gathered information) about your target market to make your service offerings more appealing to them.

6. Starbucks has a latte for \$3.96, while Dunkin' Donuts has the same size latte for \$2.19.

7. A GAP associate asking you what color of denim jeans you prefer.

8. Papa John's coming out with the NEW Sweet Treat in three appetizing flavors.

9. Pizza Hut offering delivery, carry-out or dine-in service.
