

**Exploring Marketing Education
Final Exam Study Guide**

1. What is marketing?
2. Bringing out the capabilities and possibilities is also known as?
3. What helps to stimulate sales?
4. Define the following:
 - a. distribution
 - b. production
 - c. advertising
 - d. promotion
5. The end result of _____ and _____ is a good.
6. Define service and give examples.
7. Differentiate (explain) between tangible vs intangible.
8. Define target market and universal market.
9. What are the four components of the marketing mix?
10. Distinguish between a customer and consumer.
11. Define the following:
 - a. product
 - b. price
 - c. place
 - d. promotion
12. Define and know the difference between wants and needs.
 - a. Which are essential?
 - b. Which are desires?
13. Products can be _____ or _____.
14. List and define the factors of production.
15. Define and be able to identify the following economic systems:
 - a. traditional
 - b. market
 - c. command
16. Define and be able to identify the following seven functions of marketing:
 - a. distribution
 - b. financing
 - c. marketing information management
 - d. pricing
 - e. product management
 - f. promotion
 - g. selling