

Pathways to Marketing

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) tangible vs intangible.
8. Define target market and universal market.
9. What are the four components of the marketing mix?
10. What is the difference between a consumer and customer?
11. Define the following:
 - a. product
 - b. price
 - c. place
 - d. promotion
12. Identify the first economist.
13. Identify the two components that allow markets to function effectively.
14. What is the role of government in a free market economy? How involved is the government?
15. Define laissez-faire.
16. Define the following terms:
 - a. capitalism
 - b. competition
 - c. self-interest
17. What are two outcomes/results of competition?
18. Define sports marketing.
19. Distinguish between the marketing **of** sports and the marketing **through** sports.