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# JEOPARDY!

## Marketing Game



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# JEOPARDY BOARD



FINAL JEOPARDY

**Defined**

**Marketing  
Mix**

**Market  
Segmentation**

**Marketing  
Research**

**Marketing  
Planning**

**\$100**

**\$100**

**\$100**

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**\$500**

# Defined - \$100 Question

Which of the following is NOT affected by marketing?

- A. Locations you shop
- B. The items you purchase
- C. The product regulations
- D. The use of the products

Click to see answer



# Defined - \$100 Answer

C. The product regulations

[Click to return to Jeopardy Board](#)



# Defined - \$200 Question

Marketing, put simply,  
attempts to do which of the  
following?

- A. Get people to buy things they do not need
- B. Make people love spending money
- C. Hide any flaw a product or service has
- D. Satisfy people's needs

Click to see answer



Defined- \$200 Answer

D. Satisfy people's needs

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# Defined - \$300 Question

Marketing has this many functions use to make all business decisions.

Click to see answer





# Defined - \$300 Answer

## Seven

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# Defined - \$400 Question

When describing distribution, what is the main idea of this function?

- A. Filling a quota of stores with products
- B. Using persuasion to sell as many products as possible
- C. Getting products to the best place for customers to locate and obtain them
- D. Making people understand how useful a product is

Click to see answer



# Defined - \$400 Answer

C. Getting products to the best place for customers to locate and obtain them

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# Defined - \$500 Question

According to the American Marketing Association, this concept is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings which have value for customers, clients, partners and society at large.

Click to see answer



# Defined - \$500 Answer

## Marketing

[Click to return to Jeopardy Board](#)



# Marketing Mix - \$100 Question

The marketing mix can best be described as which of the following?

- A. The elements a marketer is attempting to sell
- B. The variables marketers control to influence a business' success
- C. The pieces necessary to create an advertisement
- D. The ways a business can benefit from marketing

Click to see answer



# Marketing Mix - \$100 Answer

B. The variables marketers control to influence a business' success

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# Marketing Mix - \$200 Question

These are the 4 P's of Marketing.

Bonus: If you list the new P.

Click to see answer





# Marketing Mix - \$200 Answer

Product  
Place  
Promotion  
Price  
People\*

[Click to return to Jeopardy Board](#)



# Marketing Mix - \$ 300 Question

The element of the marketing mix known as “place” refers to which of the following?

- A. Where the raw materials used to make products and services come from
- B. Where products and services are manufactured
- C. Where products and services are made available to customers
- D. Where products and services are thrown away

Click to see answer



# Marketing Mix - \$300 Answer

C. Where products and services are made available to customers

[Click to return to Jeopardy Board](#)



# Marketing Mix - \$400 Question

If you are shopping for a shirt and decide not to make a purchase because you cannot find your size, which element of the marketing mix has failed?

What is Mandy's rate of return?

- A. People
- B. Product
- C. Promotion
- D. Presentation

Click to see answer



# Marketing Mix - \$400 Answer

B. Product

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# Marketing Mix - \$500 Question

When you see an advertisement for a store and decide to shop there, which element of the marketing mix has succeeded?

- A. Presentation
- B. Product
- C. Place
- D. Promotion

Click to see answer



# Marketing Mix - \$500 Answer

D. Promotion

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## Market Segmentation- \$100 Question

When a company uses the mass marketing technique, they are doing which of the following?

- A. Producing and distributing large amounts of marketing over a short period of time
- B. Concentrating marketing on the most massive group of customers
- C. Aiming marketing at everyone without consideration of differences among people
- D. Producing large amounts of marketing in one year to be distributed the next year

[Click to see answer](#)





# Market Segmentation - \$100 Answer

C. Aiming marketing at everyone without consideration of differences among people

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# Market Segmentation - \$200 Question

Which of the following best describes the process of market segmentation?

- A. When marketers break up marketing efforts chronologically by month
- B. When marketers divide the mass market based on shared characteristics
- C. When marketers distinguish between marketing efforts based on cost
- D. When marketers approach the mass market with small pieces of undeveloped marketing ideas

Click to see answer 

# Market Segmentation - \$200 Answer

B. When marketers divide the mass market based on shared characteristics

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# Market Segmentation - \$300 Question

Which of the following is NOT a discussed method of segmenting markets?

- A. Geography
- B. Demographics
- C. Psychographics
- D. Randomly

Click to see answer



# Market Segmentation - \$300 Answer

D. Randomly

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# Marketing Segmentation - \$400 Question

A target market is which of the following:

- A. A group which is unimportant to focus marketing efforts on
- B. The specific group for which a business's products, services and marketing efforts are intended
- C. The broad group for which a product's features are not meaningful
- D. A small group which marketers use to test marketing efforts before running a full campaign

Click to see answer



# Marketing Segmentation - \$400 Answer

B. The specific group for which a business's products, services and marketing efforts are intended



# Marketing Segmentation \$500 Question

According to April Bell, why is it important for companies to identify their target market?

- A. Marketing efforts can be very expensive
- B. Most people do not like advertisements
- C. Everyone wants to feel targeted
- D. Every product is not for everyone

Click to see answer





# Market Segmentation - \$500 Answer

D. Every product is not for everyone

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# Market Research - \$100 Question

According to Jeffrey Harper, why is market research important?

- A. Without research data to base decisions on, marketers are just guessing
- B. By researching, people know marketers care about them
- C. Data generated by research can be sold to make extra money
- D. Research is fun, easy and cheap so even if nothing is learned, the experience is good

Click to see answer



# Market Research - \$100 Answer

A. Without research data to base decisions on, marketers are just guessing

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## Market Research - \$200 Question

Which of the following best describes the difference between secondary and primary research?

- A. Secondary research is done twice and primary research is performed once
- B. Secondary research is past research which has already been performed and often published and primary research is done firsthand for the first time
- C. Secondary research is performed once and primary research is performed twice
- D. Secondary research is done first hand for the first time and primary research is past research which has already been performed and often published

Click to see answer



# Market Research - \$200 Answer

B. Secondary research is past research which has already been performed and often published and primary research is done firsthand for the first time



# Marketing Research \$300 Question

Qualitative research can be defined as which of the following?

- A. High-quality secondary research
- B. Structured research which uses the scientific method and standardized questions to make generalizations and predictions
- C. Experimental research which is performed by experienced research experts using a specific formula
- D. Exploratory, in-depth research involving flexible, open-ended questions

Click to see answer



# Market Research - \$300 Answer

D. Exploratory, in-depth research involving flexible, open-ended questions

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# Marketing Research \$400 Question

Which of the following is NOT a quantitative research method?

- A. A questionnaire at your restaurant table which asks how happy you are with your food and service
- B. A group discussion about the features group members want in a new cell phone
- C. A survey over the phone at the end of a cable service phone call
- D. An experiment which compares the Internet speed of two competing providers

Click to see answer





# Market Research - \$400 Answer

B. A group discussion about the features group members want in a new cell phone



# Market Research - \$500 Question

Which of the following is NOT a typical time to perform market research as listed by April Bell?

- A. During product development when a company is trying to determine what the new product should be
- B. When a product has been on the market for a while and needs to be improved
- C. Throughout a product's life cycle when a company needs to know if customers are satisfied with the product
- D. After a product is discontinued when a company needs to know if people want the product back

Click to see answer



# Market Research- \$500 Answer

D. After a product is discontinued when a company needs to know if people want the product back

[Click to return to Jeopardy Board](#)



# Marketing Plan - \$100 Question

Abraham Maslow developed this.

Click to see answer



# Market Plan - \$100 Answer

Hierarchy of Needs

[Click to return to Jeopardy Board](#)



# Market Plan - \$200 Question

Which of the following is NOT an example of a purchase which would use extended problem-solving for most people?

- A. Bread
- B. Car
- C. College
- D. Home

Click to see answer



# Market Plan- \$200 Answer

A. Bread

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# Market Plan - \$300 Question

Which of the following most accurately describes the difference between goals and objectives?

- A. Goals are broad, long-term expectations for future achievements
- B. Goals are specific, measureable and short-term expectations
- C. Goals describe the overall approach to how the company will succeed
- D. Goals are broad, long-term expectations for future achievements and objectives are more specific, measurable and short-term

Click to see answer





# Market Plan - \$300 Answer

D. Goals are broad, long-term expectations for future achievements and objectives are more specific, measurable and short-term

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# Market Plan - \$400 Question

A strategy is best defined by which of the following?

- A. A specific action which will advance the company and achieve an end result
- B. A statement describing the overall approach to how goals and objectives will be achieved
- C. A specific, measureable, short-term expectation for the future
- D. A broad, long-term expectation for the future

Click to see answer



# Market Plan- \$400 Answer

B. A statement describing the overall approach to how goals and objectives will be achieved



# Market Plan - \$500 Question

According to Jeffrey Harper, why are goals and objectives important in marketing?

- A. To prove marketing has value
- B. To show the importance of marketing to company owners
- C. To make customers understand a product's value
- D. To keep everyone motivated to achieve the same thing

Click to see answer



# Market Plan - \$500 Answer


D. To keep everyone motivated to achieve the same thing

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# FINAL JEOPARDY!

Topic: Marketing

Click to see question 

# Final Jeopardy Question

Match each type of marketing function to the correct definition.

- Product and Service Management \_\_\_\_\_
- Financing \_\_\_\_\_
- Pricing\_\_\_\_\_
- Distribution\_\_\_\_\_
- Marketing Information Management\_\_\_\_\_
- Promotion\_\_\_\_\_
- Selling\_\_\_\_\_

- A. Understanding the market in order to improve business and marketing decision-making
- B. Obtaining the funds needed to operate the business
- C. Communicating the value of the business's products and services to customers to create and increase demand for and purchase of the products and services
- D. Directly communicating with customers to determine and satisfy their wants and needs
- E. The process of setting a price by taking into account how much money needs to be made to finance the business as well as factors related to customer needs and expectations
- F. The design, development and maintenance of the products and services which meet the wants and needs of customers
- G. Getting products and services to the best place for customers to locate, obtain and use them, as well as determining where products will be stored before purchase

Click to see answer



# Final Jeopardy Answer

- Product and Service Management \_F\_\_\_\_
- Financing \_B\_\_\_\_
- Pricing\_\_E\_\_\_\_
- Distribution\_\_G\_\_\_\_
- Marketing Information Management\_\_A\_\_\_\_
- Promotion\_ C\_\_\_\_
- Selling\_ D\_\_\_\_

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