

Marketing Essentials: Answer key

1.

product-driven
considered
to meet
Public Relations
turnover
competition

2.

overseas market
 market leader
 market survey
 country market
 developing market
 potential market
 business market
 market share

3.

Product – one that meets the customer need
 Promotion – to encourage the customer to buy it
 Price – one that makes the company profit and keeps the customer satisfied
 Place – where the customers can buy it

4.

(suggested answers)

Sales	Promotion	Advertising	PR
to call on (customers)	media	media	media
to announce	to announce	to announce	to sponsor
negotiation	special offer	billboards	press release
internet	discounts	banners	press conference
follow-up		to sponsor	to endorse
to bargain	free samples	to display	reputation
	coupons	campaign	
		internet	
		commercials	

5.

announcement
 bargain
 sponsor / sponsorship
 displays
 Endorsements