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Chapter 2

by Mr Purcell


Course

Pennsylvania Academic Standards - Grade 10 - Technology and Engineering Education

Skills tagged

1

Skills

 **3.4.10.E4**

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20 questions

1

30 sec

Q.

A(n) ____ prepares written material and illustrations for publication by revising and rewriting copy and checking it for accuracy.




3.4.10.E4

2

30 sec

Q.

Effective members of the management team ____.




3.4.10.E4

3

30 sec

Q.

An advantage of entrepreneurship is ____.




3.4.10.E4

4

30 sec

Q.

Which person is responsible for maintaining the company's public reputation?




3.4.10.E4

5

30 sec

Q.

The ____ is responsible for the public marketing activities.




3.4.10.E4

6

30 sec

Q.

Which of the following activities is not part of the marketing plan?




3.4.10.E4

7

30 sec

Q.

The marketing mix consists of ____.




3.4.10.E4

8

30 sec

Q.

The ____ is responsible for the financial aspects of marketing.




3.4.10.E4

9

30 sec

Q.

Which of the following is not a marketing strategy?




3.4.10.E4

10

30 sec

Q.

Marketing research is used ____.




3.4.10.E4

11

30 sec

Q.

The sales manager is responsible for managing the sales staff and all sales activities.




3.4.10.E4

12

30 sec

Q.

Marketing research provides information that can help the marketing organization ____.




3.4.10.E4

13

30 sec

Q.

Marketing research can help the organization ____.




3.4.10.E4

14

30 sec

Q.

Which of the following is not a marketing strategy?




3.4.10.E4

15

30 sec

Q.

Marketing research helps the organization make better marketing decisions ____.




3.4.10.E4

16

30 sec

Q.

Marketing research is used to collect data about the market and the organization's performance.




3.4.10.E4

17

30 sec

Q.

Marketing research can help the organization make better marketing decisions ____.




3.4.10.E4

18

30 sec

Q.

Marketing research can help the organization make better marketing decisions ____.




3.4.10.E4

19

30 sec

Q.

The marketing research can help the organization make better marketing decisions ____.



3.4.10.E4

20

30 sec

Q.

The marketing research can help the organization make better marketing decisions ____.

3.4.10.E4

