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**Survey of Business**

**Chapter Twelve: Marketing: Developing Relationships**

1: Define Marketing Mix and explain its importance.

2: Outline the steps involved in Developing New Products.

3: Explain the factors involved in Classifying Products, compare and contrast Consumer Products and Business Products.

4: Explain Product Line and Product Mix.

5: Explain Product Life Cycle and outline the stages involved.

6: Define Branding, identify major categories and types, and explain its importance.

7: Explain Packaging, its functions and impact.

8: Explain Labeling, its requirements and functionality.

9: Define Quality.

10: Define Price and explain Pricing Objectives and Pricing Strategy.

11: Explain the importance of Pricing New Products and identify the various ways in which it is done.

12: Explain Psychological Pricing, Reference Pricing, and Price Discounting.

13: Explain Distribution Strategy and its importance.

14: Define Marketing Channel.

15: Compare and contrast Retailers and Wholesalers.

16: Explain the role and importance of Supply Chain Management.

17: Explain what is meant by Intensity of Market Coverage and explain the various types.

18: Outline the processes involved in Physical Distribution.

19: What is involved in the Promotion Mix?

20: Define Integrated Marketing Communications.

21: Define Advertising and outline the basic content and form of an Advertising Campaign.

22: Outline the steps involved in Personal Selling.

23: Define Publicity and explain its benefits.

24: Explain Sales Promotion and its potential impact.

Briefly share your thoughts on how the material outlined in this chapter can impact your life: