Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_\_\_\_\_\_

ProStart 2 – Chapter 7

1. What is a market? (434)

2. What is marketing? (434)

3. What is the difference between marketing and advertising? (434)

3. What are the 5 parts to marketing? (435)

|  |
| --- |
| 1 |
| 2 |
| 3 |
| 4 |
| 5 |

4. What is a marketing mix? (436)

5. Explain the following: (437)

|  |  |
| --- | --- |
| Product-Service Mix |  |
| Presentation Mix |  |
| Communication Mix |  |

6. What elements might influence market trends? (437)

7. Explain the parts of the Marketing Plan (438-440)

|  |  |
| --- | --- |
| Research the Market |  |
| Establish Objectives |  |
| Develop a Market Strategy |  |
| Implement an Action Plan |  |
| Evaluate/Modify the Action Plan |  |

8. What is SWOT and how is it used? (442-443)

9. Explain the four market research methods: (447-449)

|  |  |
| --- | --- |
| Experimental method |  |
| Observational method |  |
| Survey method |  |
| Sampling |  |

10. What’s the difference? (450)

|  |  |
| --- | --- |
| Mass Marketing | Target Marketing |
|  |  |

11. Define the following: (450-452)

|  |  |
| --- | --- |
| Market segmentation |  |
| Demographics |  |
| Demographic segmentation |  |
| Geographic segmentation |  |
| Product usage segmentation |  |
| Lifestyle segmentation |  |

12. What are the three steps of positioning? (454)

1.

2.

3.

13. What are 5 ways you can differentiate your operation from that of a competitor? (454)

14. Explain the following types of market communication. (457-458)

|  |  |
| --- | --- |
| Advertising |  |
| Sales promotions |  |
| Personal selling |  |
| Public relations |  |
| Direct marketing |  |

15. You see sales promotions and materials on a daily basis. Explain each and give an example you have seen. **Circle the one that appeals to you most.** (459-460)

|  |  |  |
| --- | --- | --- |
| **Type** | **Explain** | **Example** |
| Special  Pricing |  |  |
| Frequent Shopper  Program |  |  |
| Premiums |  |  |
| Special  Events |  |  |
| Samples |  |  |
| Contests |  |  |
| Signage |  |  |
| Flyers |  |  |
| Carryout Menus |  |  |
| Apparel |  |  |
| POP  Materials |  |  |
| Merchandising  Materials |  |  |
| Direct Mail |  |  |
| E-Mail |  |  |

16. What are community relations and give an example. (461)

17. What are media relations? (461)

18. What might be found in a press kit for a new restaurant? (463)

19. What are the 2 functions of a menu? (469)

20. Explain how a menu functions in the following. (470)

|  |  |
| --- | --- |
| Informing  Customers |  |
| Selling  Products |  |
| Creating  Identity |  |

21. Describe each of the following types of menus: (471-474)

|  |  |
| --- | --- |
| A la carte |  |
| Du jour |  |
| Cyclical |  |
| Limited |  |
| Fixed |  |
| California |  |
| Prix fixe |  |
| Table d hote |  |

22. Most menus are in what order? (475)

1. 5.

2. 6.

3. 7.

4. 8.

23. When planning a menu what is important about each of the following: (476-477)

|  |  |
| --- | --- |
| Physical layout |  |
| Personnel |  |
| Ingredients |  |
| Wants and needs  of target market |  |
| Expectations of the  target market |  |
| Profit margin |  |

24. Now about designing the menu – why are each of these important? (478-480)

|  |  |
| --- | --- |
| Medium |  |
| Layout |  |
| Color |  |
| Font |  |
| Art |  |

25. What is profitability? (483)

26. What is a sales mix analysis? (486)

Test Review Questions (498-499)

1. \_\_\_\_\_ 6. \_\_\_\_\_

2. \_\_\_\_\_ 7. \_\_\_\_\_

3. \_\_\_\_\_ 8. \_\_\_\_\_

4. \_\_\_\_\_ 9. \_\_\_\_\_

5. \_\_\_\_\_ 10. \_\_\_\_\_