Hotel Marketing and Communication: The Cornerstones Quiz (Key)

Match the correct term with each definition below by writing in the correct letter for each item.

A. Price  F. Target market  K. Marketing concept
B. Promotion  G. Marketing mix  L. Verbal communication
C. Product  H. Market segmentation  M. Nonverbal communication
D. Distribution  I. Good
E. Market  J. Service

___C___  1. obtaining, developing, and improving a product
___J___  2. a benefit of value that cannot be touched, it is intangible
___B___  3. informing, persuading, and reminding customers about a product
___L___  4. using sound and words to convey a message
___H___  5. dividing a market based on common needs and wants
___E___  6. people with common needs, desires, and purchasing abilities
___G___  7. a combination of four strategies used to market a product
___K___  8. the idea that businesses must satisfy customer needs and wants in order to make a profit
___I___  9. items of value that can be touched or held, it is tangible
___M___  10. the use of visual cues such as facial expression and body language to convey a message
___F___  11. specific group of potential customers that a business wished to pinpoint
___A___  12. the amount of value placed on a good or service
___D___  13. location as well as the transporting and storing of products