Hotel Marketing and Communication: The Cornerstones Quiz

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

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

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