

What are the 4 Ps of Marketing?

- 1.
- 2.
- 3.
- 4.

Using the 4 Ps (Marketing Mix), place the correct item in each blank....

1. Should we use radio advertising?

2. Should we sell home furnishings in addition to clothing

3. Should we use keystone markup?

4. Should we give employees discounts?

5. Should we have an ad in the local newspaper?

6. Should the store be located on Main Street or in a shopping center?

7. Should we sell men's clothing in addition to women's apparel?

8. Should we designate Wednesday as "Senior Citizen Discount Day?"

9. Should we purchase bags with the store name printed on them?

10. Should we purchase a delivery van for delivery of home furnishings?
