

Week 05 Quiz



You started this quiz near when it was due, so you won't have the full amount of time to take the quiz.



ⓘ This is a preview of the published version of the quiz

Started: Oct 29 at 10:21pm

Quiz Instructions

Question 1

1 pts

Which of the following is not one of the P's of Marketing?

- ☐ Price
- ☐ Promotion
- ☐ Perception
- ☐ Product

Question 2

1 pts

Jimmy Steward wants to add the design of movie theaters and play-house theaters to his interior design firm. He is getting a mailing ready to send to movie and play producers. What marketing method is Steward using?

- ☐ Pro forma marketing
- ☐ Target marketing
- ☐ Promotional marketing
- ☐ SWOT analysis

Question 3

1 pts

Which of these items is *not* usually considered part of a company brand?

- ☐ Color scheme on stationary
- ☐ Personal social media postings
- ☐ How the phone is answered
- ☐ Logo

Question 4

1 pts

When developing a marketing plan, the designer's fees for services is a minor factor.

- ☐ False
- ☐ True

Question 5

1 pts

✓

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Which type of interior design work does not represent a market niche?

- ☐ The interior design of residential interiors
- ☐ The interior design of custom yachts over 65 feet in length
- ☐ The interior design of model luxury apartments
- ☐ The interior design of retail stores under 5000 square feet

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