

Hotel Marketing and Communication: The Cornerstones Quiz

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

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|-----------------|------------------------|----------------------------|
| 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 | |

- _____ 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