MARKETING QUIZ

Print Your Name: ________________________

Date Test Taken: __________________________________ Page 1

KEY TO QUIZ
The following quiz is a combination of questions including: True or False, Fill in the Blank, Matching, Multiple Choice, and Multiple Answers. It will be indicated above the question if it is multiple answers. Place an “X” next to the best possible answer(s).

1. The only requirement for successful marketing is to make your building look its best.
   ___ True
   ___ False

2. In the end the level and quality of service a customer receives is way more important than the newness of the building.
   ___ True
   ___ False

3. Word-of-mouth marketing is the most expensive form of advertising a community can undertake.
   ___ True
   ___ False

4. The marketing team members include:
   ___ a. Executive Director and Marketing Director
   ___ b. Executive Director, Marketing Director, and Maintenance Supervisor
   ___ c. The entire staff
   ___ d. Marketing Director, Activity Director, and Maintenance Supervisor

5. You’re marketing responsibilities end when you leave the building for the day.
   ___ True
   ___ False