

## Chapter 2 Review Questions (1-15)

What is the company's mission statement? an action-based account that declares the purpose of an organization and how they serve its customers.

Does everyone know it? yes

Is everyone on staff following it? marketing is everybody's job

How experienced are the company executives? owners and presidents of companies as well as all "C-level" positions

What have they accomplished? help determine who the target market is, how best to reach them, at what price point the product or service should be sold, and how the company will measure its efforts.

Does the company have too more or not enough staff in each area to provide the quality of service it should? over-tiredness, high-stress levels, and physical exhaustion

Should staff be re-assigned? over-tiredness, high-stress levels, and physical exhaustion

What is the quality of the staff? Problem-solving skills. Valuable employees are driven to solve problems

Are there formal training and assessment programs? bachelor's degree

How effective is its sales force?

Not only can Salesforce help you better coordinate your marketing channels, but it also uses data to enhance your marketing.

Do products easily reach customers?

Know your audience. ...Provide consistent customer experience. ...Invest in Content

Marketing. ...Take advantage of customers' testimonials.

Who helps the company with distribution? 1) producers; 2) distributors or wholesalers; 3) retailers; and 4) customers or consumers.

What are the company's reputation and image among consumers?

Image is more of a result of a concerted effort by advertising; branding and PR. Whereas, reputation is considered to be more of a result of consistent public relations.

Are the pricing strategies working? A pricing strategy is a way of finding a competitive price for a product or a service

# Chapter 2 Review Questions And Answers

**JR Anderson**



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uh cros stick an acrostic is a piece of writing in which letters form words or messages the acrostic is most commonly associated with poetry e g in her creative writing class emily composed a heartfelt acrostic skillfully embedding the name of

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the acrostic follows poetic form most of the lines of the acrostic poem follow poetic form some of the lines of the acrostic follow poetic form the acrostic does not follow poetic form focus the acrostic is very well developed and relates to the topic the acrostic relates to the topic the acrostic somewhat relates to the topic the

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now she slid one more sheet of paper toward mr grow let s add a few variations she said this poem for example uses true a true abc pattern in it the first letter of each line uses the alphabet in consecutive order it s called abecedarian format appropriate mr grow said i notice this is more like haiku

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the acrostic is easier to achieve by writing in the style of a list poem as starting each line is easier without the restriction of keeping the flow and using conjunctives etc use letters from within the poem as the acrostic element for example if the title of a poem is a river s journey the acrostic element highlighted within the

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