

What Is Business

1. What is the one modern definition of business?

It is production, distribution, and sale of goods and services for profit.

2. What does production involve?

It involves creation of service or the changing of materials into products.

3. How do goods differ from services?

Goods are products that people either want or need. Services are activities that person or group performs for another person or organization.

4. In addition to production, distribution, and sale, what other factor is important in defining business?

It is creation profit or economic surplus.

5. What is profit?

It is the money that remains after all the expenses are paid.

1. Business: production, distribution, sale of goods and services for profit.

2. Production: the creation of services or the changing of materials into products.

3. Distribution: moving product from the factory to the marketplace.

4. Sale: the exchange of products or services for money .

5. Goods: products that people either need or want.

6. Services: activities that a person or group performs for another person or organization.

7. Profit: the money that remains after all the expenses are paid.

1. ---T--- Business is not just one activity but a combination of different operations, such as production, distribution, and sale.

2. ---F--- From ancient to modern times the definition of business has remained the same.(increased)

3. --- F--- Moving a truckload of oranges from the orchard to the supermarket is an example of production. (distribution)

4. ---T--- A salesclerk provides a service by answering customer's questions.

<i>Goods</i>	<i>Services</i>
<i>Car</i>	<i>Medical diagnosis</i>
<i>Briefcase</i>	<i>Travel agency</i>
<i>Computer</i>	<i>Auto repair</i>
<i>Video cassette recorder</i>	<i>Financial; planning</i>
<i>Calculator</i>	<i>Management consulting</i>
<i>Suit</i>	<i>Job placement</i>
<i>Forklift</i>	<i>Office equipment repair</i>
<i>Time clock</i>	<i>Newspaper delivery</i>
<i>Law book</i>	<i>Computer programming</i>
<i>Accounting ledger</i>	<i>Income tax preparation</i>

- a. *Production of goods.*
- b. *Distribution of goods.*
- c. *Sale of goods.*
- d. *Sale of services.*

1. *Iron ore is made into metal car parts. (a)*
2. *A car is moved from a factory to a car dealership. (b)*
3. *A salesperson sells a car. (c)*
4. *An auto mechanic repairs a car. (d)*
5. *A shipment of grain is transferred from a boat to a truck. (b)*
6. *A chemical plant turns raw materials into fertilizer. (a)*
7. *A salesperson from a concrete manufacturer convinces the owner of a building materials company to buy a shipment of drainage pipe from his company. (c)*
8. *A warehouse ship books to a bookstore. (b)*
9. *A computer manufacturer receives silicon chips and puts them into minicomputers. (a)*
10. *A dentist repairs a child's broken tooth. (d)*
11. *A train moves truck parts across the country. (b)*
12. *A grocer exchanges groceries for money. (c)*
13. *A waitress takes your order for lunch. (d)*
14. *A farmer plants vegetables for harvest in the fall. (a)*

Careers In Business

1. what are five different fields of business?

They are management, marketing, accounting, finance and computers and data processing.

2. what are some specializations within the field of finance?

They are banker, financial analyst, and stockbroker.

3. what are some different types of managerial careers?

They are general manager, personnel manager and production manager.

Business Fields and Careers

1. Management: general manager, interpersonal manager, and production manager.

2. Marketing: researcher, advertiser, buyer, seller, distributor.

3. Accounting: bookkeeper, private accountant, public accountant, government accountant.

4. Finance: banker, financial analyst, stockbroker.

5. Computers and data processing: computer operator, computer programmer, system analyst.

1. *The opportunities for a business career have:*

- a. Not grown in variety or number.*
- b. Grown in variety and number.*
- c. Grown in number but not variety.*
- d. Grown in variety but not number.*

2. *A person working in computers and data processing may specialize in:*

- a. Computer programming.*
- b. Computer operating.*
- c. Systems analyzing.*
- d. All of the above.*

3. *A bookkeeper is a specialist within the field of:*

- a. Accounting.*
- b. Data processing.*
- c. Finance.*
- d. Marketing.*

4. *In choosing a business career, one might ask questions regarding:*

- a. One's area of interest.*
- b. One's aptitude.*
- c. Job opportunities.*
- d. All of the above.*

<i>Member</i>	<i>Class</i>
<i>Buyer, banker, seller, distributor.</i>	<i>Marketing careers</i>
<i>Banker, financial analyst, stockbroker, accountant.</i>	<i>Finance</i>
<i>Computers and data processing , finance, marketing, general manager.</i>	<i>Business fields</i>
<i>Computer operator, computer programmer, data processing, systems analyst.</i>	<i>Computer and data processing</i>
<i>General manager, management, production manager, personnel manager.</i>	<i>Management</i>
<i>Advertising, management, marketing, accounting.</i>	<i>Business fields</i>
<i>Private accountant, banker, government, accountant, bookkeeper.</i>	<i>Accounting</i>

The Four P's

1. What is marketing?

It is the movement of goods and services from manufacturer to customer in order to satisfy the customer and to achieve the company's objectives.

2. What are the four main elements of marketing?

They are product, price, placement, promotion.

3. What are the three pricing option that a company may take?

They are above, with or below the prices that company's competitors are charging.

4. What does placement involve?

It involves getting the product to the customer.

5. What are some advertising media besides magazines and newspapers?

They are TV, radio, internet, publications.

6. What is a common channel of distribution?

It is manufacturer ----- wholesaler ----- retailer ----- customer

7. What is promotion?

It is communication between buyer and seller about the product.

Marketing: *movement of goods and services from manufacturer to customer in order to satisfy the customer and to achieve the company's objectives.*

4 P's: *product, price, placement, promotion.*

Product: *goods or service that a company wants to sell. This involves research and development of a new product, research of the potential market, testing of the product to insure quality, and then introduction to the market.*

Price: *3 option the company may take to charge for its product: above, with, or below the prices that its competitors are charging. Most companies price with the market.*

Placement: *getting the product to the customer. A common channel of distribution is manufacturer ----
-- wholesaler ----- retailer ----- customer.*

Promotion: *communication about the product takes place between buyer and seller. 2 major ways promotion occurs: through personal selling (as in a department store), and through advertising (as in a newspaper or magazine)*

1. The four main elements of marketing are popularly known as:
 - a. The movement of goods and services.
 - b. The four P's.
 - c. The four M's.
 - d. Buying, selling, market research, storage.
2. The product element refers to:
 - a. The four P's.
 - b. Testing of a product to insure quality.
 - c. The good or service that a company wants to sell.
 - d. Getting the product to the customer.
3. Most companies price:
 - a. With the market.
 - b. Below the market.
 - c. Beyond the market.
 - d. Above the market.
4. A common channel of distribution is:
 - a. Wholesaler ----- retailer ----- manufacturer ----- customer.
 - b. Manufacturer ----- retailer ----- wholesaler ----- customer.
 - c. Retailer ----- manufacturer ----- wholesaler ----- customer.
 - d. Manufacturer ----- wholesaler ----- retailer ----- customer.
5. The two major forms of promotion are:
 - a. Radio and television.
 - b. Personal selling and advertizing.
 - c. Personal selling and newspapers.
 - d. Selling advertisements.

	Product	Price	Placement	Promotion
1. The advertising gives false information				*
2. The product is dangerous.	*			
3. The product is not available in enough stores.			*	
4. The product is too expensive.		*		
5. A salesclerk is rude.				*
6. The product is sold during the wrong season.			*	
7. The product is of poor quality.	*			
8. The advertising is offensive.				*
9. The price of a product increases faster than the rate of inflation.		*		
10. The product is not available in your favorite stores.			*	

The Target Market

١. What is the marketing mix?

It is the combination of four P's (product, price, placement, promotion) .

٢. What do the elements of the marketing mix focus on?

They focus on the consumer.

٣. What does the successful marketing mix depend on?

It depends on the knowledge about consumers and their buying habits, gained through market research as well as correct identification of the target market.

٤. What is the target market?

It is the group of customers or consumers who will probably buy product.

١. ---T--- Knowledge about consumer buying habits is essential in developing a successful marketing mix.

٢. ---F--- The company focuses on production in its marketing strategy. (consumer)

٣. ---F--- Product and promotion combine to form the complete marketing mix. (+price + placement)

٤. ---T--- The company directs its marketing efforts toward the target market.

٥. ---F--- The marketing strategies of product, price, placement, and promotion are planned separately. (are not separately)

Target market: elementary school children (boys & girls)

Product:

Price:

Placement:

Promotion: