

APPLICATION QUESTIONS

1. Describe as best you can what you think marketing means in your company.
2. Describe the role of your marketing department, if you have one.
3. If you do not have a marketing department, describe how decisions are made in respect of the following:
 - the product itself
 - price
 - customer service levels
 - physical distribution
 - advertising
 - sales promotion
 - the sales force
 - information about markets.
4. How do you distinguish between marketing, promotion and selling in your organization?
5. Would you say your products are what the market wants, or what you prefer to produce?
6. Do you start your planning process with a sales forecast and then work out a budget, or do you start by setting marketing objectives, which are based on a thorough review of the previous year's performance? If the former, describe why you think this is better than the latter.