

## Hotel Marketing and Communication: The Cornerstones Quiz (Key)

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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             |                            |

- \_\_\_ **C** \_\_\_ 1. obtaining, developing, and improving a product
- \_\_\_ **J** \_\_\_ 2. a benefit of value that cannot be touched, it is intangible
- \_\_\_ **B** \_\_\_ 3. informing, persuading, and reminding customers about a product
- \_\_\_ **L** \_\_\_ 4. using sound and words to convey a message
- \_\_\_ **H** \_\_\_ 5. dividing a market based on common needs and wants
- \_\_\_ **E** \_\_\_ 6. people with common needs, desires, and purchasing abilities
- \_\_\_ **G** \_\_\_ 7. a combination of four strategies used to market a product
- \_\_\_ **K** \_\_\_ 8. the idea that businesses must satisfy customer needs and wants in order to make a profit
- \_\_\_ **I** \_\_\_ 9. items of value that can be touched or held, it is tangible
- \_\_\_ **M** \_\_\_ 10. the use of visual cues such as facial expression and body language to convey a message
- \_\_\_ **F** \_\_\_ 11. specific group of potential customers that a business wished to pinpoint
- \_\_\_ **A** \_\_\_ 12. the amount of value placed on a good or service
- \_\_\_ **D** \_\_\_ 13. location as well as the transporting and storing of products