**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing 5.2 Questions**

**Checkpoint pg. 117**

* What are two types of credit used in business?

**Checkpoint pg. 119**

* What happens to a business if credit is poorly managed?

**Think Critically pg. 120**

1. Why might consumers want to use credit even if they can afford to

pay the full price of a product in cash at the time of purchase?

2. Why is the use of credit considered to be a part of marketing

planning rather than just a financial activity of a business?

3. Why is it important for businesses to be able to obtain credit for

products they buy that will be resold to their customers?

4. Why do businesses need to gather financial information from a

customer before offering credit if the customer already has a credit

card?