**Marketing - 2025 Final Exam (Ch. 2 & 3)**

* What does B2B stand for?
* What does B2C stand for?
* Identify the 4 elements of the Marketing Mix.
* What are 3 methods marketing researchers use to collect information?
* List the 4 ways in which *services* (intangible) differ from *products* (tangible).
* In class we discussed how some products are offered in 3 levels. Tell me what those 3 levels are.
* Why is it important for marketers to be involved in new product development?
* List the 6 Steps in the new Product Planning Process.
* The Product Life Cycle - **Label the 4 Stages & List 2 examples**
* Shark Tank Reflection: Choose an episode of Shark Tank we watched in

class. Now choose product/service from that episode that one of the sharks

chose to support. Tell me all about it in the spaces provided below.

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