Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing

3.4 Questions

Checkpoint pg. 79

* What are the four ways in which services differ from tangible products?

Checkpoint pg. 80

* Why is communication so important to service businesses?

Think Critically pg. 81

1. Why does the fact that most services are intangible create difficulty in developing a marketing mix?
2. Why do service businesses frequently have difficulties providing an adequate supply of the service to meet customer demand?
3. What are some examples of service businesses that have developed as a result of the growth of the Internet?