oo

It makes for easy handling.

For corrosive products, prepackaging

protects both buyers and sellers from

any harm,

Disadvantages of Prepackaging

1.

Prepackaging makes the product to be

more expensive and the cost is borne

by the consumers.

Information on prepackaged goods may

be deceitful to buyers.

Buyers are compelled to rely on the

information stated on the package.

Actual inspection of the goods is not

possible unless the packaging is to be

destroyed.

End users often litter the environment

with wrappers and empty cans.

Advertising: Advertising, also a powerful form

of promotion, will be discussed extensively in

the next chapter (i.e. Chapter 38).

REVISION QUESTIONS

(a) Differentiate between marketing and

a market.

(b) State the importance of marketing

in a developing country (SSCE June,

1998).

(a)What is branding? (b) State five ways

branding affects the consumer (SSCE

June, 1999).

(a)Why do manufacturers engage in

personal selling?

(b)What is marketing? (SSCE Nov.,

10.

11.

12.

333

1990)

(a)What is marketing concept?

(b)Explain the four elements of the

marketing mix (SSCE Nov., 1990).

(a)What is marketing? (b) Distinguish

between marketing and selling.

(c) Explain five functions of marketing

(SSCE Aug., 1991).

(a)Describe five reasons why a

manufacturer may brand his product

(SSCE June, 1998).

(a) What is personal selling?

(b) Explain five ways in which personal

selling is important to a firm (SSCE June,

1992).

(a)Define marketing mix.

(b) Briefly describe each component of

the marketing mix (NECO/SSCE June,

2000).

Explain the following: (i) Marketing

concept (ii) Marketing mix

(iii) Market segmentation (iv) Product

differentiation (SSCE June, 2000).

(a) What is market? (b) Explain

four ways by which marketing is

important to the economy (c) State

five functions of marketing (WASSCE

June, 2003).

List and explain five functions of

marketing (WASSCE June, 2005).

(a) Define marketing mix. (b) Explain

the term marketing concept (c) Listand

describe the four elements of marketing

mix (WASSCE June, 2006).

EE

Scanned with CamScanner