8. It makes for easy handling.

9, For corrosiv,e products, prepackaging protects both buyers and selle-rs from anyhann.

# Disadvantages of Prepackaging

I. Prepackaging makes the product to be more expensive and the cost is home by the consumers.

1. Infonnation on prepackaged goods may

be deceitful to buyers.

1. Buyers are compelled to rely on the information stated on the package.
2. Actual inspection of the goods is not possible unless the packaging is to be destroyed.
3. End users often litter the environment with wrappers and empty cans.

**Advertising:** Advertising, alsoa powerful form of promotion, will be discussed extensively in the next chapter (i.e. Chapter 38).

# REVISION QUESTIONS

I (a) Differentiate between marketing and a market.

(b) State the importance of marketing in a developing country (SSCE June, 1998).

1. (a)What is branding? (b)State five:ways branding affects the consumer (SSCE June, 1999).
2. (a)Why do manufacturers engage in personal selling?

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

4

*5*

6

7

8

9.

10.

I. I.

12.

1990)

1. What is marketing concept?
2. Explain the four elements of the marketing mix (SSCE Nov., 1990). (a)What is marketing? (b) Distinguish between marketing and selling.
3. Explain five functions of marketing (SSCE Aug., 1991 ).
4. Describe five reasons why a

manufacturer may brand his product

(SSCE June, 1998).

1. What i's personal selling?

(b} Explain five ways inwhich personal selling is important to afurn (SSCE June, 1,992).

1. Define marketing mix.
2. Briefly describe each omponentof 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 (WASSCEJune,2005).

(a) Define marketing mix. (b) Explain the term marketing concept (c) List and describe the four elements of marketmg mix (WASSCE June, 2006).

**333**

◄

[Scanned with CamScanner](https://v3.camscanner.com/user/download)