

Drudgery That Pays Well

Quiz

1. Data collection helps us to better understand who our customers are and what they want. Which of the following is data we need to collect.
 - a. Customer contact information
 - b. What type so f products customers are buying
 - c. What types of products customer are asking for
 - d. What is our competition doing
 - e. All of the above
2. True or False. A perceptual map is a tool we can use to help us understand our customers perception of our business in relation to our own perception.
 - a. True
 - b. False
3. What are the 4 types of consumers? Circle all that apply.
 - a. Foodie/locavore
 - b. Price conscious
 - c. The naysayer
 - d. Motivated by social causes
 - e. Motivated by ethnicity or religious beliefs
4. True or false. A business plan and marketing plan should always include a reality check against your other life priorities, skills and personality.
 - a. True
 - b. False
5. To evaluate your business and marketing plans, you should:
 - a. Conduct a collateral audit
 - b. Check your progress against the goals established in your plans
 - c. All of the above
6. The best place for your business and marketing plan is:
 - a. On the shelf where it won't get dirty
 - b. On your desk for frequent referral
 - c. In your closet for safekeeping
 - d. In the trash as it is a useless effort