**PREREQUISITE TEST :**

 Answer the following questions :

1. Which of the following is NOT one of the 4Ps in the marketing mix?

a) Product

b) Price

c) People

d) Place

2. What does the "Place" in the marketing mix refer to?

a) The physical location of the company headquarters

b) Distribution channels and how products reach customers

c) The cost of delivering goods to the customer

d) Advertising strategies

3. Which factor is considered under "Price"?

a) Product quality

b) Customer service

c) Discounts and payment terms

d) Packaging design

4. What is the goal of the "Promotion" element in the marketing mix?

a) To increase production speed

b) To raise awareness and persuade customers to buy

c) To improve customer support services

d) To choose the best distribution method