

TMA3 BFN310:MICRO-CREDIT POLICIES & INSTITUTI

_____ means different ways of getting your products or services to your customers.

Distribution

Place

Location

Price

_____ is everything you do to find out who your Customers are and what they need and want.

Pricing

Placing

Promoting

Marketing

Marketing can be done through _____

Radio

Television

All of the above

Publishing

You can use the records to know your _____

All of the above

Income and expenses

The profit or loss you are making

Your monthly payroll (wage and salaries)

_____ means informing and attracting customers to buy your product or services.

Sales Promotion

Publicity

Advertising

Promotion

The main requirements for a good record keeping are EXCEPT _____

It must be consistent

It must be reliable

It must be precise

It must be accurate

Your market is the customers, people or other businesses, who want your products or services and are able and willing to _____ for them.

Pay

Search

None of the above

Look

_____ means the location where your business is.

Distribution

Manufacturer

Place

Price

_____ is important for retailers and service operators who need to be where their customers are.

Manufacturer

Distribution

Price

Location

Record Keeping means you have to write down _____

All of the above

None of the above

how much money your business Spends

how much money your business receives