

Name:

Alan

## The Marketing Mix – The 4 Ps

Look at the product below. Answer the questions. Some questions need you to tick the boxes.

What is the product?	
A Drink	<input checked="" type="checkbox"/>
Food	<input checked="" type="checkbox"/>
Stationary	<input type="checkbox"/>
Where would you be able to buy this product (the place)?	
Most food shops	<input checked="" type="checkbox"/>
Health shop	<input type="checkbox"/>
Nursery	<input type="checkbox"/>



What do you think the price of this product is?	
Over £10.00	<input type="checkbox"/>
Around £2.00	<input checked="" type="checkbox"/>
Around 60p-70p	<input type="checkbox"/>
Where would you see this product advertised (the promotion)?	
Kids youtube	
Pcs + eVs	
18990	

Who do you think the main competition for this product is? Try and give more than one.

Fanta, Sprite, Lemonade

Name: HARRY

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Stationary	<input type="checkbox"/>
Where would you be able to buy this product (the <b>place</b> )?	
Most food shops	<input checked="" type="checkbox"/>
Health shop	<input type="checkbox"/>
Nursery	<input type="checkbox"/>



What do you think the <b>price</b> of this product is?	
Over £10.00	<input type="checkbox"/>
Around £2.00	<input checked="" type="checkbox"/>
Around 60p-70p	<input type="checkbox"/>
Where would you see this product advertised (the <b>promotion</b> )?	
An advert, on the radio, coke van and McDonalds	

Who do you think the main competition for this product is? Try and give more than one.

Peppimax / Doctor Pepper and coke!

Name:

maxcody

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What do you think the price of this product is?	
Over £10.00	<input type="checkbox"/>
Around £2.00	<input checked="" type="checkbox"/>
Around 60p-70p	<input checked="" type="checkbox"/>
Where would you see this product advertised (the promotion)?	
A sign in the window	
a way	
stationary	
in the wall	

Who do you think the main competition for this product is? Try and give more than one.

pepsi, sprite, 7up, can avoid, gatorade, bubble



Name: V V V

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Nursery	<input type="checkbox"/>



What do you think the price of this product is?	
Over £10.00	<input type="checkbox"/>
Around £2.00	<input checked="" type="checkbox"/>
Around 60p-70p	<input type="checkbox"/>
Where would you see this product advertised (the promotion)?	
on ads	
at V9A	
radio	
Mc donles	

Who do you think the main competition for this product is? Try and give more than one.

Dr Pepper  
Pepsi Max  
7up  
Fanta

Name: J Kp

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Nursery	<input type="checkbox"/>



What do you think the <b>price</b> of this product is?	
Over £10.00	<input type="checkbox"/>
Around £2.00	<input checked="" type="checkbox"/>
Around 60p-70p	<input type="checkbox"/>
Where would you see this product advertised (the <b>promotion</b> )?	
You won't see	
Coke in on	
the posters	

Who do you think the main competition for this product is? Try and give more than one.

Name: Chloe

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Where would you be able to buy this product (the place)?	
Most food shops	<input checked="" type="checkbox"/>
Health shop	<input type="checkbox"/>
Nursery	<input type="checkbox"/>



What do you think the price of this product is?	
Over £10.00	<input type="checkbox"/>
Around £2.00	<input checked="" type="checkbox"/>
Around 60p-70p	<input type="checkbox"/>
Where would you see this product advertised (the promotion)?	
<u>on the radio</u>	
<u>on tv on the</u>	
<u>radio on a</u>	
<u>van.</u>	

Who do you think the main competition for this product is? Try and give more than one.

Doglet pepper salata spv. vt