

Marketing Review

NAME:

1. There are 20,000 customers listed on your company's database. The database contains the names of all of the people who have purchased products from the company's website. You decide to send coupons via email to 55% of the people on the database. In the end, only 25% of those contacted used their coupons. What percentage of the total number of database customers benefited from the coupons? (MIM Math)

$$20,000 \times .55 = 11,000 \times 25\% = 2750 \quad \frac{2750}{20,000} = \boxed{13.75\%}$$

2. A television rating company found that in 200 of the 800 homes it monitors viewers watched Adventure on Monday night. In how many of the 1.8 million homes that are in the area the company covers could the company expect Adventure to have been watched on Monday night? (MIM Math)

$$\frac{200}{800} = .25 \quad 1,800,000 \times 25\% = \boxed{450,000 \text{ homes}}$$

3. You work in the marketing department at an interior design company, and you are interested in finding out what kinds of remodeling people are doing. You decide to do a house-to-house survey in 5 neighborhoods, each of which has about 60 houses. If you tell each interviewer to spot interview every tenth house, and you expect only 45% of people to be available or willing to be interviewed, what will your sample size be? (MIM Math)

$$60 \times 5 = 300 / 10 = 30 \times 45\% = 13.5 \quad \boxed{14 \text{ homes}}$$

4. Rooms at the Holiday Inn go for \$200 a night. At least 25 rooms a night must be filled to cover costs. The price dropped 20% during the months of April and May. How much does the hotel need to cover costs? 5000 How many rooms must it fill in April/May a night to break even? 31 (Break Even Point)

Cost: $\frac{200 \times 25 = 5000}{200 \times 80\% = 160} = \boxed{31.25}$
31 rooms

5. Rink makes a commission of 10.45% on each cell phone sold at the store. Each phone costs \$45. How much money will Rick make as commission if the store sells 155 cell phones? (Commission)

$$155 \times 45 = 6975 \quad 6975 \times 10.45\% = \boxed{\$728.89}$$

6. Which is the better buy? 24oz jar of peanut butter for \$3.69 or a 46oz jar of peanut butter for \$5.59? (work must be shown for full credit) (Unit Pricing)

$$\frac{3.69}{24} = .1537 \quad \text{vs.} \quad \frac{5.59}{46} = .121$$

15¢ vs. 12¢