

## The 4 Ps of Marketing Mix

### Question 1:

You're looking to buy a new pair of running shoes. After researching online, you find a model you like listed at \$120 on the brand's official website. You decide to visit a nearby sports store to try them on. At the store, you're greeted by a knowledgeable salesperson who offers a 10% discount if you buy the shoes in-store today. Identify and explain the 4 Ps in this scenario.

**Answer:**

---

### Question 2:

You need a laptop for school and have heard about a new model for \$1,000. After watching a review on YouTube, you find it is available at a local electronics store. When you visit the store, the salesperson offers you a free carrying case if you buy it in-store. Identify and explain the 4 Ps in this scenario.

**Answer:**