

## 4.9: Applied Marketing Knowledge- Discussion Questions

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1. Go to the Tesla corporate website. Which market(s)—consumer, business, institutional, resellers, producers/suppliers—does Tesla serve? Why did Tesla decide to serve these markets? When reading Tesla’s 2021 Impact Report, what main goal does the company say it is “driven” by?
  2. Manufacturers work with resellers primarily to move large amounts of inventory quickly, thus limiting stagnant inventory that can limit cash flow. Historically, which two types of businesses have contributed to moving manufacturers’ products to end consumers?
  3. Visit your college’s website and look through academics, sports, organizations, and campus life. When looking at the photos, which items do you see depicted that are likely straight rebuys? Do you see sports uniforms, test tubes, musical instruments, computers, desks, library books? Which items are likely modified rebuys, new task situations, and systems selling?
  4. What segmentation tools do you have at your disposal when marketing in a B2B setting? Are there challenges associated with using social media platforms in marketing to other businesses rather than individual consumers? If so, one of these challenges might be that members of the buying center are more experienced and less emotional purchasers. Can you identify additional challenges?
  5. City, county, state, and federal governments are heavily engaged in the B2B market. List one product each governmental entity might purchase directly from a producer/supplier.
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