Marketing and advertising. Please answer the following questions: 1. List 3 words to describe what you think marketing is. 2. In one of the assigned readings (on Brightspace) you learned that marketing does not equal advertising. Please provide an example of a company that you think does great marketing, but little or no advertising. Explain what makes this company great at marketing despite low investments in advertising. Be prepared to discuss your example in class. 3. What do you think are the “marketing weapons” a company can use to wage a battle against its competitors? List 2 such weapons and provide a brief explanation of how each of them would allow a company to engage in a marketing battle against its competitors. Be prepared to discuss your answer in class. 4. Estimate the size of the chewing gum market in the US (in $ in a year). Don’t use Google! This exercise aims to challenge you to think critically and logically about a market sizing problem. The final number you come up with is not important. What I want to see is your ability to think logically. I am less interested in the final number you come up with and more interested in the logical steps, estimates, and assumptions you make to come up with that number. Problems like these are often asked during interviews. 5. Vinny’s Pizza is a brand of frozen pizzas that sells in grocery stores in the US. In 2022 sales of Vinny’s Pizza increased by 7% (in units, that is, number of pizzas sold). - The CMO (Chief Marketing Officer) of Vinny’s Pizza is pretty unhappy although sales increased by 7%. Can you think of reasons as to why the CMO is unhappy? - Despite a 7% increase in units (i.e., number of pizzas sold), Vinny’s Pizza revenues decreased by 4%. Why?