

**Product Unit Review Sheet
Chapters 35-37**

On a separate sheet of paper define each of the below terms.

- 1. 6 Functions of Packaging**
- 2. Product Life Cycle (PLC) and characteristics of the PLC**
- 3. Convenience Goods**
 - ◇ Staples
 - ◇ Impulse Items
 - ◇ Emergency Goods
- ◇ **Shopping Goods**
- ◇ **Specialty Goods**
- ◇ **4. Tangible Product Features**
- ◇ **Extended Product Features**
- ◇ **Generic Product Features**
- 5. Warranties**
 - Express Warranty
 - Full Warranty
 - Limited Warranty
 - Implied Warranty
 - Warranty of Fitness for a Particular Purpose
 - Warranty of Merchantability
 - Disclaimer
 - Laws governing warranties
- 6. Product Mix**
 - Product Item
 - Product Line
 - Product Width
 - Product Depth
- 7. Marketing Services**
- 8. Branding**
 - Symbols
 - Trademarks
 - Brand Names