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
4. **Shopping Goods**
5. **Specialty Goods**
6. **Tangible Product Features**
7. **Extended Product Features**
8. **Generic Product Features**
9. **Warranties**
   - Express Warranty
   - Full Warranty
   - Limited Warranty
   - Implied Warranty
     - Warranty of Fitness for a Particular Purpose
     - Warranty of Merchantability
   - Disclaimer
   - Laws governing warranties
10. **Product Mix**
    - Product Item
    - Product Line
    - Product Width
    - Product Depth
11. **Marketing Services**
12. **Branding**
    - Symbols
    - Trademarks
    - Brand Names