DIRECTIONS: Mark the letter that best completes the statement or answers the question.

1. A combination of benefits, physical features, and services that is designed to satisfy the needs of a market: a) utilities, b) product, c) PLC, d) none of the above.

2. If a marketer offers many styles, colors, and sizes in a product line, the line is said to have: a) product depth and width, b) product mix, c) intangible benefits, d) all of the above.

3. A physical aspect of a product is called: a) a benefit, b) a tangible feature, c) a utility, d) product mix.

4. The combination of all product items and lines that a specific marketer offers for sale is called: a) product consistency, b) product line, c) product item, d) product mix.

5. If a customer buys a pair of jeans at a store and is able to find a matching jacket, then that marketer could be said to have good: a) product mix, b) product items, c) product consistency, d) product growth.

6. An item that is purchased for personal use and satisfaction is called: a) an industrial product, b) a consumer product, c) a feature product, d) all of the above.

7. Which one of the following types of consumer products is purchased routinely with very little shopping effort by the customer? a) specialty products, b) shopping products, c) convenience products, d) unsought products.

8. Convenience products can be differentiated from shopping products by: a) the features, b) product width, c) production consistency, d) degree of shopping effort.

9. If a company bases its production on offering national, private, and generic brands it is implementing what strategy? a) packaging strategy, b) mixed brand strategy, c) product mix strategy, d) none of the above

10. POLO, by Ralph Lauren, may best be classified as which type of product? a) convenience, b) shopping, c) specialty, d) unsought.

11. Impulse items most likely would be classified as: a) convenience products, b) shopping products, c) specialty items, d) unsought products.

12. Traveling to several places to shop for stereo sets about prices, performance, and brands would make this product a: a) convenience product, b) shopping product, c) specialty product, d) unsought product.
13. Convenience products have what kind of marketing effort?  
   a) low,  
   b) medium,  
   c) high.

14. Which of the following product classifications would tend to NOT be concerned with price as a factor for purchase.  
   a) convenience,  
   b) shopping,  
   c) specialty,  
   d) all of the above.

15. PORSCHE automobiles are:  
   a) convenience products,  
   b) shopping products,  
   c) specialty products,  
   d) unsought products.

16. Any product can be marketed for each product classification depending on the consumer perception and marketing effort.  
   a) TRUE  
   b) FALSE

17. Which of the following consumer products is typically a shopping product for most consumers?  
   a) clothing,  
   b) gasoline,  
   c) milk,  
   d) none of the above.

18. PEPSI, MOUNTAIN DEW, SLICE, ORANGE CRUSH are examples of:  
   a) product depth,  
   b) product width,  
   c) product items,  
   d) none of the above.

19. PEPSI, DIET PEPSI, CAFFEINE FREE PEPSI, and CAFFEINE FREE DIET PEPSI are all examples of:  
   a) product depth,  
   b) product width,  
   c) product item,  
   d) all of the above.

20. LEVI jeans, cords, jackets, suits, sport coats, ladies jeans, ladies pants, and shirts are an example of:  
   a) product mix,  
   b) product depth,  
   c) product items,  
   d) all of the above.

21. Which one of these terms best describes SERVICES?  
   a) tangible,  
   b) durable,  
   c) standardized,  
   d) intangible.

22. Services as a percentage of our economy are:  
   a) decreasing,  
   b) increasing,  
   c) stable,  
   d) all of the above.

23. Consumer services should include the following elements:  
   a) reevaluation of established standards,  
   b) flexible rather than fixed pricing,  
   c) personal selling,  
   d) all of the above.

24. Repeatedly returning to have the same person cut your hair demonstrates that services are:  
   a) perishable,  
   b) inseparable,  
   c) tangible,  
   d) specialty.

25. To create a positive impression of a service like a package does for a product, the marketer will:  
   a) use tangible symbols,  
   b) price high,  
   c) omit information,  
   d) none of the above.

26. In marketing a service, it is best NOT to:  
   a) meet specific customer needs,  
   b) use brand names and symbols,  
   c) have professional skills and image.  
   d) none of the above.

27. PLC stands for what marketing concept?  
   a) product longevity chart,  
   b) product longevity chart,  
   c) product label cycle,  
   d) product life cycle,  
   e) none of these.
28. Offering a new product in a sampling of selected area is called:  a) idea screening,  b) test marketing,  c) prototypes,  d) idea generation.

29. Cheerios, Kelloggs, Coke, and Crest are:  a) brand marks,  b) trademarks,  c) brand names,  d) brand strategies.

30. A brand mark registered with the government to protect it from becoming public property is called:  a) trademark,  b) generic,  c) private,  d) manufacturer's brand.

31. Sears sells the Kenmore brand of appliances and Craftsman tools. These are examples of the brand classification known as:  a) generic,  b) individual,  c) tangible,  d) private.

32. Campbell's soups, General Electric, and Coca-Cola are examples of the following branding strategy:  a) family brand,  b) individual brand,  c) private brands,  d) none of the above.

33. The reason why a marketer might use a private brand is:  a) to develop product loyalty,  b) control price,  c) control costs,  d) all of the above.

34. The importance of developing a brand name is:  a) to place the product in the customer's mind with an image,  b) sell less product,  c) to include services,  d) all of the above.

35. An unbranded product with a plain package is known as:  a) generic brand,  b) middleman brand,  c) manufacturer brand,  d) individual brand.

36. Which of the following is not a function of packaging?  a) protection,  b) identification,  c) convenience,  d) technical function.

37. Finding a special part of the market, "niche", to target your product toward is called:  a) advertising,  b) platooning,  c) positioning,  d) product consistency,  e) none of the above.

38. In which stage of the PLC is a marketer likely to stay the longest?  a) introduction,  b) growth,  c) maturity,  d) elimination.

39. The role of sales in the PLC chart is:  a) to determine advertising,  b) to show increased profit,  c) to indicate what stage of the PLC the product is at,  d) none of the above.

40. In which stage of the PLC would the profits tend to be the highest?  a) introduction,  b) development,  c) maturity,  d) growth.

41. In which stage of the PLC would promotional costs and expenses be the highest?  a) Majority,  b) development,  c) growth,  d) introduction.

42. A store employee tells a customer that a product will perform a specific function. The customer purchases the product because of the information from the employee. This product is guaranteed under:  a) a warranty of merchantability,  b) the Magnuson-Moss Act,  c) the Food, Drug, and Cosmetic Act,  d) a warranty of fitness for a particular purpose.
43. A disclaimer is a(n): a) express warranty, b) verbal or written warranty, c) statement that contains exceptions from a warranty, d) none of the above

44. The Consumer Product Safety Commission can implement which of the following: a) prohibit the sale of a product, b) recall a product, c) require warning labels, d) all the above.

45. Lemon Laws were instituted in many states because: a) the length of the average warranty was too short, b) consumers need protection against poorly built cars, c) warning labels are required, d) none of the above.

Marketing 1
Product Planning Unit

List the 6 Functions of Packaging
A customer enters a grocery store intending to purchase two or three rolls of Tough & Thirsty paper towels. The store, however, is all out of that brand. How would the customer react...

a. if he or she regarded paper towels as convenience goods?

b. if he or she regarded paper towels as shopping goods?

c. if he or she regarded paper towels as specialty goods?