

## Chapter 7 Sample Questions

1. For some types of products, the marketer must stimulate demand and create a need in the marketplace for the item. These products are classified as
  - a. Specialty product
  - b. Shopping products
  - c. Convenience products
  - d. Unsought products
2. Developing and building a brand can provide many benefits to a company. When brand development and building is done with the primary purpose of maintaining a price premium and reducing the threat of new and existing marketplace entrants, the marketer is using branding to
  - a. facilitate purchases
  - b. generate awareness
  - c. protect the firm from competition
  - d. reduce marketing costs
3. Which of the following actions is most likely to increase brand awareness?
  - a. offering exclusive discounts to the firm's most valued customers
  - b. enhancing word of mouth by offering free samples to customers
  - c. develop a series of advertisements that repeatedly reminds the customer of the brand
  - d. use very high-end retailers to distribute the company's goods
4. Generic brands would be most popular among which of the following customer segments?
  - a. low-income consumers
  - b. consumers who value socially responsible companies
  - c. the city of Malibu, California
  - d. single females aged 35-44
5. A company should use an individual branding strategy (as opposed to a family branding strategy) in which of the following situations?
  - a. a company produces one main product and a series of line extensions
  - b. a company produces a series of similar, low cost products and services
  - c. a company produces a variety of products, each with different levels of perceived quality and consumer benefits
  - d. a company wants to leverage its positive brand image into new products
6. Co-branding provides all of the following benefits EXCEPT
  - a. the ability to capitalize on another brand's favorable image
  - b. shared risks and expenses with another firm
  - c. the ability to appeal to multiple target markets with one product
  - d. complete control over marketing activities

## Answers

1. D
2. C
3. C
4. A
5. C
6. D