

## Product Management Review Questions

1 A product may be a:

- a physical object.
- b idea.
- c place.
- d only (A) and (B)
- e all of the above \*

2 Marketers should attempt to sell the benefits of a product delivers and not just its physical features.

- a true \*
- b false

3 A product may be thought about on different levels. Which of the following is not one of those levels?

- a augmented
- b core
- c fragmented
- d actual
- e both (A) and (C)

4 The core product is the most fundamental level and answers the question, "What is the customer really buying?"

- a true \*
- b false

5 In modern marketing the concept of a product can include a service.

- A True \*
- B False

6 The classification of goods into shopping goods, convenience goods and specialty goods is based on how customers buy them.

- A true\*
- B False

- 7 Goods for which the consumer will put considerable effort into comparing them for suitability, quality, price, and style are called \_\_\_\_\_ goods.
- a shopping
  - b specialty \*
  - c unsought
  - d convenience
  - e emergency
- 8 The distinction between a consumer good and an industrial good is based on the purpose for which the product is purchased.
- a true \*
  - b false
- 9 David Martin is an avid beer drinker. The only type of beer he drinks, however, is Miller beer. Miller beer, for David, should be considered a \_\_\_\_\_ good.
- a shopping
  - b specialty\*
  - c unsought
  - d convenience
  - e emergency
- 10 Supplies and services are industrial goods that do not become part of the final product.
- a true \*
  - b false
- 11 The intent of "generics" is to bring down the cost of the product for the consumer by saving on packaging and advertising.
- a true \*
  - b false
- 12 Brands serve to decrease shopper efficiency because they are too numerous.
- a true
  - b false \*
- 13 A manufacturer's brand is also known as a \_\_\_\_\_ brand.
- a national \*
  - b dealer
  - c private
  - d distributor
  - e trade
- 14 Product augmentation is wasteful -- it leads to higher prices without increasing consumer satisfaction
- a true
  - b false\*

- 15 A well designed package may:
- a protect the product.
  - b promote the product.
  - c raise total distribution costs.
  - d lower total distribution costs.
  - e all of the above \*
- 16 A disadvantage of private brands is that they often result in a lower profit margin than manufacturer brands.
- a true
  - b false\*
- 17 Brand repositioning may require changing:
- a the product.
  - b the image of the product.
  - c consumer perceptions of the product.
  - d only (B) and (C)
  - e all of the above\*
- 18 A brand extension strategy is any effort to use a successful brand name to launch product modifications or new products.
- a true \*
  - b false
- 19 A brand-\_\_\_\_\_ strategy is any effort to use a successful brand name to launch new or modified products.
- a modification
  - b extension \*
  - c commercialization
  - d augmentation
  - e repositioning
- 20 A desirable quality for choosing a brand name is that it should be distinctive.
- a true \*
  - b false
- 21 Brand quality is one of the marketer's major positioning tools. Quality, therefore, should be measured in terms of \_\_\_\_\_perceptions.
- a manufacturer's
  - b consumer's\*
  - c dealer's
  - d competitor's
  - e Legislator's

22 At the very least, a label should\_\_\_\_\_the product or brand.

- a describe
- b grade
- c identify \*
- d promote
- e protect

23 A product-\_\_\_\_\_is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets or fall within given price ranges

- a group
- b market
- c Lead
- d Line\*
- e stretch

24 The downward stretch of a product line does not carry the risk that new low-end items may damage the reputation and/or sales of higher end items.

- a true\*
- b false

25 While many people would suggest that branding benefits society as a whole; which of the following is not necessarily one of the benefits of branding?

- a Branding leads to higher and more consistent product quality.
- b Branding increases innovation by giving producers an incentive to look for new features that can be protected against imitating competitors.
- c Branding results in more product variety and choice for consumers.
- d Branding may create status consciousness and increases the prices of goods and services. \*
- e Branding increases shopper efficiency because it provides more information about products and where to buy them.

26 The term `market demand' refers to:

- a the limit approached by the market as industry marketing expenditures approach infinity, for a given environment.
- b the total sales volume that would be bought by a specific customer group in a defined geographical area in a time period in a defined environment under a specific marketing strategy. \*
- c the expected level of the sales potential on a chosen marketing plan and an assumed marketing environment.
- d none of the above.