

Quiz Ch. 12

Multiple Choice

Identify the choice that best completes the statement or answers the question.

1. A _____ is anything that an organization offers to satisfy consumer needs and wants, including both goods and services.
 - a) license
 - b) product
 - c) sale
 - d) prototype
2. _____ are products that do not offer consumer services.
 - a) Convenience goods
 - b) Raw materials
 - c) Pure goods
 - d) Brands
3. What do gasoline for a car, ketchup for french fries, and a lady's scarf have in common?
 - a) They are pure goods.
 - b) They are inseparable services.
 - c) They are all in the growth stage of their product life cycle.
 - d) They are "mixed message" products.
4. At the most fundamental level, a consumer buys a product to obtain
 - a) status.
 - b) its implicit benefit.
 - c) its core benefit.
 - d) a lifestyle enhancement.
5. Body soap, a box of rice, and olive oil are _____, whereas career counseling, mentoring, and tutoring are _____.
 - a) convenience products; convenience services
 - b) actual products; augmented products
 - c) consumer products; business services
 - d) pure goods; pure services
6. Denise White has a toothache and has set up an appointment with Dr. Smiley, her dentist. She isn't looking forward to the trip, but she knows that Dr. Smiley can't fix her tooth unless she pays him a visit. This illustrates the _____ characteristic of services.
 - a) inseparability
 - b) tangibility
 - c) artificiality
 - d) compoundability
7. Consumer product categories include
 - a) tangible products, augmented products, limited-use products, and intangible products.
 - b) accessories, maintenance goods, and material goods.
 - c) convenience products, shopping products, specialty products, and unsought products.
 - d) primary products, intermediate products, and final products.
8. _____ is/are purchased by businesses to facilitate operations. Examples include marketing research and marketing services.
 - a) Product services
 - b) Pure services
 - c) Business services
 - d) Cannibalization
9. With their extended hours and numerous locations in a given community, 7-Eleven stores offer _____ to consumers, who find it easy to stop in and make this type of purchase.
 - a) unsought products
 - b) shopping products
 - c) speciality products
 - d) convenience products
10. When marketers characterize quality, they are concerned with two dimensions. The dimension that refers to how well the product performs its core function is _____, while the dimension that refer to how well the product repeatedly performs is _____.
 - a) reliability; product differentiation
 - b) product consistency; variability
 - c) the level of separability; the quality level

- d) the quality level; product consistency
11. ____ refers to how well a product performs its core functions.
- Quality level
 - Product consistency
 - The sigma coefficient
 - Product variability
12. Marketers in the clothing business often create private brands in an effort to
- gain exposure based on product recognition.
 - leverage strengths to enter new markets.
 - create and protect an upscale image.
 - bolster a reputation that links to the company's brand.
13. _____ involves purchasing the right to use another company's brand name or symbol.
- Diffusion
 - Line extension
 - Branding
 - Licensing
14. United Airlines recently announced it would serve Starbucks coffee on its flights. This is an example of
- creating a private label.
 - brand extension.
 - comarketing.
 - cobranding.
15. During the product development process, ideas that do not meet the company's mission or are too expensive to develop would be eliminated in the _____ phase.
- idea generation
 - idea screening
 - analysis
 - development
16. The stages of the new product development process are
- idea generation, idea screening, analysis, development, testing, and promotional planning.
 - idea generation, idea screening, analysis, development, testing, and commercialization.
 - idea generation, idea screening, market research, focus groups, intercept surveys, and observation research.
 - idea generation, idea screening, market research, development, testing, and observation research.
17. Adventurous risk-takers who want to adopt a product as soon as it is first introduced into a market make up about _____ percent of consumers.
- 2.5
 - 9
 - 15
 - 27
18. Two keys to the success of the commercialization stage of new product development are
- gaining market share and new customers.
 - gaining celebrity endorsements and eliminating production glitches.
 - gaining market share and offering price-related promotions.
 - gaining distribution and launching promotions.
19. The easier it is for potential customers to observe others using a new product and the greater its relative advantages are, the higher its _____ tends to be.
- retention rate
 - internalization rate
 - rate of diffusion
 - separability rate
20. The makers of M&M candies change the color coating on a seasonal basis. This product modification represents
- discontinuous innovation.
 - dynamically continuous innovation.
 - continuous innovation.
 - diffused innovation.
21. The maker of M&Ms chocolate candies sometimes changes the colors of its candies. What level of innovation does this represent?
- discontinuous innovation.
 - dynamically continuous innovation.

- c) continuous innovation.
 - d) dynamically discontinuous innovation.
22. The fact that your favorite ice cream maker regularly releases new flavors indicates that it is following a strategy of _____.
- Sampling the ice cream in the store is part of what will diffuse the product more quickly because of its _____.
- a) dynamically continuous innovation; complexity
 - b) continuous innovation; trialability
 - c) discontinuous innovation; complexity
 - d) dynamically discontinuous innovation; trialability
23. One reason Apple's iPhone might have high diffusion rate is because
- a) its use is highly observable.
 - b) it involves highly complex technology.
 - c) it represents discontinuous innovation.
 - d) most consumers view cell phones as convenience goods.
24. A product in the _____ stage is usually experiencing low sales and non-existent profits. Marketers are increasing promotion to raise awareness.
- a) decline
 - b) maturity
 - c) growth
 - d) introduction
25. Due to technological changes, pagers and videocassettes are slowly leaving the market. These products are in the _____ stage of the product life cycle.
- a) recession
 - b) secondary
 - c) decline
 - d) retrograde

