Group 9

Intro to Marketing

October 29, 2017

Chapter 11 Quiz

1 ) Primary packaging is the exterior carton that holds the product and provides the UPC label used by retail scanners. True or False?

2) A product packaging that has less of a negative impact on the environment is called \_\_\_\_\_.

a) Environmental packaging

b) Sustainable packaging

c) Green packaging

d) Efficient packaging

3) Everything are risks for co-branding EXCEPT?

a) Some brands are too different to combine

b) Conflicts of interest

c) Can cause disputes

d) Expensive

4) Products and services used by people for their personal use are called

A. Buyer Products

B. Power Products

C. Consumer Products

D. Business Products

5) What is the practice of marketing two or more brands together on the same package, promotion or store?

A. Co-Branding

B. Brand Licensing

C. Ad sharing

D. Brand Repositioning

6) The package that the consumer uses is called the

A. Secondary Package

B. Sustainable Package

C. Consumer Package

D. Primary Package

7) The complete set of all products and services offered by a firm is called its

A. Product Line

B. Product Mix

C. Product Catalog

D. Product Set

8) When a consumer buys the same brand’s product repeatedly over time rather than buying another brand it’s called

A. Brand Loyalty

B. Brand Association

C. Brand Awareness

D. Brand Favoritism

9) Product Labeling identifies what on the packaging

A. Calories and Fat

B. Product and Brand

C. Size and Instructions

D. Brand and Cost

10) Which of the following does NOT make a brand?
a. Logos and symbols
b. Characteristics
c. Team effort
d. Slogans
e. Jingles/Sounds

11) Which of the following is NOT a component of brand equity?
a. Brand fairness
b. Brand awareness
c. Perceived value
d. Brand associations
e. Brand Loyalty

12) According to your text, anything that is of value to a consumer and can be offered through a voluntary marketing exchange is called

a. A brand

b. A value proposition

c. A product

d. An offering

e. A marketing exchange

13) When the bicycle manufacturer, Trek, determined that some consumers use bikes for green transportation whereas others use them for a hobby, they were most likely assessing the \_\_\_\_\_ of its bicycles to consumers.

a. Brand equity

b. Associated services

c. Brand awareness

d. Core customer value

14) When marketers carefully develop a set of product attributes such as the brand name, features/design, and quality level of an offering, they are developing the

a. Actual product

b. Associated product

c. Associated services

d. Augmented Product

15) When marketers develop nonphysical aspects of an offering by adding warranties, financing and after-sales service, they are focusing on the

a. Core customer value

b. Actual product

c. Augmented product

d. Segmented product

16) Which of these are NOT included in what makes up a brand?

a. Slogans

b. Brand Name

c. Jingles/Sounds

d. Brand Partnerships

17) What is co-branding?

a. the practice of marketing two or more brands together, on the same package or promotion.

b. two manufacturers joining together to form a new brand.

c. taking two similar, already existing brands and molding them into one.

d. none of the above

18) Which statements are true about Brand Repositioning?

a. it can improve the brand’s fit with the target segment

b. it can boost vitality of old brands

c. it does not come without costs and risks.

d. all of the above

19) Which of these are not considered a “type of product”?

a. food product

b. specialty product

c. shopping product

d. unsought product

20) All of the following are reasons to change product line breadth except…

a. to capture new or evolving markets

b. increase sales

c. compete in new venues

d. decrease sales

1) False

2) B

3) D

4) C

5) A

6) D

7) B

8) A

9) B

10) C

11) A

12) C

13) D

14) A

15) C

16) D

17) A

18) D

19) A

20) D