**Chapter 11 Quiz Questions**

MKT 3350-002 Group #9

1. A \_\_\_\_\_\_\_\_\_ is considered anything of value to a consumer and can be offered through a voluntary market exchange.
2. Trade
3. Service
4. Brand name
5. Product
6. What is at the center of the Product complexity and also defines the basic problem-solving benefits that consumer are seeking?
7. Actual Product
8. Core customer value
9. Associated services
10. None of the above
11. \_\_\_\_\_\_\_\_\_\_\_ is defined as products or services which consumers are not willing to spend any effort to evaluate prior to purchase.
12. Unsought Product/ Services
13. Specialty Product/ Services
14. Shopping Product/ Services
15. Convenience Product/ Services
16. The complete set of all products and services offered by a firm is called its \_\_\_\_\_\_\_\_.
17. Product Mix
18. Product Lines
19. Product Breadth
20. Product Depth
21. A firm’s product mix \_\_\_\_\_\_\_\_\_\_ represents the number of product lines offered by the firm.
22. Depth
23. Variety
24. Breadth
25. Quantity
26. A product line \_\_\_\_\_\_\_\_ is the number of products within a product line.
27. Depth
28. Mix
29. Breadth
30. Quantity
31. What enhances perceptions of quality through the linking of brands?
    1. Brand Extension
    2. Brand Dilution
    3. Co-Branding
    4. Brand Licensing
32. Which of the following is not a component of brand equity?
    1. Brand Awareness
    2. Brand Breadth
    3. Perceived Value
    4. Brand Loyalty
33. \_\_\_\_\_\_\_\_\_\_ products/services are those for which customers express such a strong preference that they will expend considerable effort to search for the best suppliers.
    1. Shopping
    2. Convenience
    3. Unsought
    4. Specialty
34. Which of the following is a brand element?
    1. Symbols
    2. Slogans
    3. Sounds
    4. All of the above
35. What is another name for retailer/store brands?
    1. Private-label brands
    2. In house brands
    3. Individual brands
    4. National brands
36. \_\_\_\_\_\_\_\_ measures how many consumers in a market are familiar with a brand and what it stands for and have an opinion about it.
    1. Brand Equity
    2. Brand Awareness
    3. Perceived Value
    4. Brand Association
37. What kind of packaging is a perceived as a benefit to the consumer?
    1. Primary Packaging
    2. Secondary Packaging
    3. Labeling
    4. None of the above
38. All of the following are associated services, *except \_\_\_\_\_\_\_\_ .* 
    1. Warranty
    2. Financing
    3. Product Support
    4. Primary Packaging
39. Which four groups are customer products classified under?
    1. Specialty, Shopping, Convenience, and Unsought
    2. Specialty, Seasonal, Convenience, Sought
    3. Specific, Seasonal, Convenience, Unsought
    4. Specialty, Shopping, Classic, Sought
40. The majority of the brands marketed in the United States are \_\_\_\_\_\_\_\_ brands.
    1. Store
    2. Wholesaler
    3. Consumer
    4. Retailer
    5. Manufacturer
41. The “Golden Arches” and “I’m Lovin It” are both \_\_\_\_\_\_\_\_\_ belonging to McDonald’s. These are carefully curated by a marketing team to make a company’s product seem desirable.
    1. Conveniences
    2. Brand Elements
    3. Brand Name
    4. Values
42. When Apple announced that the iPhone 7 would not have a headphone jack, many consumers expressed annoyance but still purchased an iPhone 7 once it was released. These consumers purchased from Apple, instead of another manufacturer, because they have a strong \_\_\_\_\_\_\_\_\_\_\_ to Apple.
    1. Brand Loyalty
    2. Fuzzy Feelings
    3. Interface
    4. Brand Awareness
43. KFC and A&W linked brands through a process called\_\_\_\_\_
    1. Co-Branding
    2. Brand Licensing
    3. Brand Repositioning
    4. Store Branding
44. What are the differences between Breadth and Depth?
    1. Breadth is the number of product lines and depth is the number of categories.
    2. Depth is the amount of people affected by a situation and breadth is the distance in which the problem exists.
    3. Depth is the number of product lines and breadth is the number of categories.
    4. Breadth is the amount of people affected by a situation and depth is the distance in which the problem exists.

**Answer Key**

1. D

2. B

3. D

4. A

5. C

6. A

7. C

8. B

9. D

10. D

11. A

12. B

13. A

14. D

15. A

16. E

17. B

18. A

19. A

20. A