Group 9, Chapter 11 Quiz Questions

1. \_\_\_\_\_ is a complete set of all products and services offered by a firm.

A. Product lines

B. Breadth

C. Product mix

D. Depth

1. Marketers classify these products by the way they are used and how they are purchased. Typically used for personal use.

A. Specialty products

B. Consumer products

C. Shopping products

D. Convenience products

1. The Packaging that the consumer uses is known as:
2. The usable package
3. The secondary package
4. The primary package
5. The tangible package
6. From the customer’s perspective, the relationship between a product’s benefits and costs is called:
7. Perceived Brand
8. Brand Equity
9. Perceived Value
10. Brand Awareness
11. what kind of products do consumers use for personal use?

a) consumer

b) specialty

c) unsought

d) shopping

1. Which of the following describes a brand name making a new product to introduce into the same or new markets?

a) brand extension

b) brand equity

c) brand dilution

d) brand loyalty

1. Manufacturer brands are brands that are owned and managed by
2. Manufacturers
3. Retailers
4. Consumers
5. Producers
6. A brand extension refers to
   1. Same brand name but different product line
   2. Same product line different brand name
   3. Different product line and brand name
   4. Same product line and brand name
7. What is a slogan?
   1. A type of product
   2. A type of article
   3. short and striking or memorable phrase used in advertising.
   4. Advertising using logos
8. Which of the following is not an element of branding
   1. Using URL
   2. Use of slogans
   3. Using sound and Jingles
   4. Use of colors
9. Which of the following does not correspond with Brand Reponsitioning
   1. Can improve the brand’s fit with its target segment
   2. Can boost vitality of old brands
   3. Not without costs and risks
   4. Impoves response
10. Consumers are usually less sensitive to \_\_\_\_\_\_?
    1. Price
    2. Brand name
    3. Value
    4. Quality
11. What is an aspect of value branding for customers
    1. Is not beneficial
    2. Makes competition
    3. Protect from competition
    4. Saves money
12. What makes consumers more likely to buy the product?
    1. Price
    2. Quality
    3. Brand awareness
    4. Value
13. What are assets
    1. a useful or valuable thing, person, or quality
    2. Liabilities
    3. Expenses
    4. Competition
14. Which brand was targeted by many labor activist
    1. Adidas
    2. Walmart
    3. Gieco
    4. Nike
15. What is critical for infrequently purchased items or those the consumer has never purchased before?
    1. Brand equity
    2. Product line
    3. Brand Awareness
    4. Brand loyalty
16. \_\_\_\_defines the basic problem-solving benefits that consumers are seeking.

A.Packaging

B.Core Customer Value

C.Brand equity

D.Consumer Products

19) If products are too similar they may \_\_\_\_ sales of another brand.

A. Promote

B. Associate with

C. Cannibalize

D. Dilute

20) What best defines a company chain?

1. Optimizing supply chain results in lower costs and a faster production cycle.
2. Bringing all the products to center of the corporation
3. Using products for the betterment of the company
4. Boss, manager, employee, janitor

Repositioning

Question Answers

1. C
2. B
3. C
4. C

5. A

6. A

7. A

8. A

9.C

10.D

11.D

12.A

13. C

14.C

15.A

16.D

17.C

18.C

19.C

20.A

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