Chapter #11 Marketing Quiz

1. Which of these is not a type of product?

1. Specialty
2. Convenience
3. Unsought
4. Sought
5. Shopping

2. \_\_\_\_\_\_\_\_ defines the basic problem-solving benefits that consumers are seeking.

1. Core customer value
2. Augmented product
3. Value creation
4. Brand awareness

3. \_\_\_\_\_\_\_ reflect the mental and emotional links that consumers make between a brand and its key product attributes.

1. Perceived value
2. Brand awareness
3. Brand associations
4. Brand loyalty

4. \_\_\_\_\_\_ \_\_\_\_\_\_\_ measures how many consumers in a market are familiar with the brand and it stands for and have an opinion about it.

1. Perceived Value
2. Brand Association
3. Brand Equity
4. Brand Awareness

5. Marketers carefully develop a set of product attributes such as the brand name, features/design, and quality level of an offering when they are making a/an \_\_\_\_\_\_.

1. Actual product
2. Augmented product
3. Associated services
4. Perceived value
5. Brand awareness

6. \_\_\_\_\_\_\_\_\_\_\_ are those for which customers express such a strong preference that they will expend considerable effort to search for the best suppliers.

1. Shopping Products
2. Specialty Products
3. Convenience Products
4. Unsought Products

Ross Himes

7. Anything that is of value to a consumer and can be offered through a voluntary marketing exchange is called

1. A brand
2. A value proposition
3. A product
4. An offering
5. A marketing exchange

8. If a firm deletes an entire product line, it has

1. Increased its depth
2. Decreased its depth
3. Increased its breadth
4. Decreased its breadth
5. Diversified

9. A consumer who buys the same brand's products or service repeatedly over time rather than buys from multiple suppliers within the same category is showing \_\_\_\_.

1. Brand awareness
2. Brand loyalty
3. Brand equity
4. Brand associations

10. \_\_\_\_\_\_\_\_\_\_\_\_ leads to consumers being less sensitive to price, lower firm marketing costs, and firms being safer from competition.

1. Co-Branding
2. Customer Loyalty
3. Brand Dilution
4. Product Line

11. \_\_\_\_\_\_\_ are those for which customers express such a strong preference that they will expend considerable effort to search for the best suppliers.

1. Shopping products
2. Specialty products
3. Convenience products
4. Unsought products

12. \_\_\_\_ equals the number of products in a single product line.

1. Breadth
2. Depth
3. Product mix
4. None of the above

13. The McDonald’s arch represents which type of brand element?

1. Logo/symbol
2. Slogan
3. Character
4. Brand name

14. The value of a brand translates into \_\_\_\_\_\_, which is the set of assets and liabilities linked to a brand that add or subtract from the value provided by the product or service.

1. Price
2. Brand equity
3. Business ethics
4. Brand awareness

15. The \_\_\_\_\_\_\_ of a brand translates into brand equity, or the set of assets and liabilities linked to a brand that add to or subtract from the value provided by the product or service.

1. Loyalty
2. Value
3. Awareness
4. Perception

16. Nike, KitchenAid, and Sony are all examples of the use of \_\_\_\_\_\_\_ brands.

* 1. Manufacturer
  2. Private label
  3. Premium
  4. Generic

1. Which answer involves a contractual arrangement between firms, whereby one firm allows another to use its brand name, logo, symbols, and/or characters in exchange for a negotiated fee?
   1. Brand equity
   2. Brand licensing
   3. Brand awareness
   4. Co-branding
2. For most products the UPC code is located on which package?
   1. Primary
   2. Secondary
   3. Extended
   4. Principal
3. The primary federal agency that reviews food and package labels to ensure that the claims made by the manufacturer are true is?
   1. Package Labeling Bureau
   2. Food and Drug Administration
   3. Federal Trade Commission
   4. American Marketing Commission
4. The **\_\_\_\_\_\_\_\_\_\_\_\_\_** of a brand is the relationship between a product's or service's benefits and its cost.
   1. Perceived value
   2. Understood Value
   3. Cost benefit
   4. Market value

Answers: 1.E 2.A 3.B 4.D 5.A 6.B 7.C 8.D 9.B 10.B 11.B 12.B 13.A 14.B 15.B 16.A 17.B 18.B 19.B 20.A