MARKETING CHAPTER 8 QUIZ

1. A (an) \_\_\_\_\_\_\_\_\_\_ is a tangible good, service, idea, or some combination of these that satisfies consumer or business customer needs through the exchange process.
   1. Attribute
   2. Value
   3. Good
   4. **Product**
2. \_\_\_\_\_\_\_\_\_\_\_\_ consists of all the benefits the product will provide for consumers or business customers.
   1. **Core product**
   2. Augmented Product
   3. Utility
   4. Satisfaction
3. \_\_\_\_\_\_\_\_\_\_\_\_ are consumer products that provide benefits over a period of months, years, or even decades.
   1. **Durable Products**
   2. Nondurable Products
   3. High Involvement
   4. Maximum Utility
4. A consumer packaged good (CPG) or fast-moving consumer good (FMCG) includes all of the following except.
   1. Low-Cost
   2. **More basic**
   3. Quickly consumed
   4. Frequently replaced
5. When you throw a copy of *People* magazine into your shopping cart because it has a cool photo Christina Aguilera and her baby with a screaming headline “NEW BABY, NEW LIFE” on the cover, is an example of.
   1. Impulse buying
   2. Staple product
   3. **Impulse product**
   4. Convenience product
6. These products are goods and services for which consumers will spend time and effort to gather information on price, product attributes, and product quality.
   1. **Shopping products**
   2. Consumer packaged good
   3. Specialty products
   4. Unsought products
7. These are goods that a business customer consumes in a relatively short time.
   1. Raw materials
   2. **Maintenance, repair, and operating (MRO) products**
   3. Products
   4. Processed materials
8. All of the following are given examples of maintenance products, except.
   1. Light bulbs
   2. Mops
   3. Cleaning supplies
   4. **Washers**
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are products of the fishing, lumber, agricultural, and mining industries that organizational customers purchase to use in their finished products.
   1. Primary materials
   2. **Raw materials**
   3. Processed materials
   4. Component parts
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are manufactured goods or subassemblies of finished items that organizations need to complete their own products.
    1. **Component parts**
    2. Specialized services
    3. Secondary materials
    4. Processed materials
11. All of the following are consumer classifications of products, except.
    1. Convenience products
    2. **Processed materials and special services**
    3. Shopping products
    4. Specialty products
12. \_\_\_\_\_\_\_\_\_\_\_, such as milk, bread, and gasoline, are basic or necessary items that are available almost everywhere.
    1. **Staple products**
    2. Common needs products
    3. Emergency products
    4. Specialty products
13. Anything that customers perceive as new and different is called.
    1. Creativity
    2. Improvements
    3. **Innovation**
    4. Change
14. All of the following includes types of innovations, except.
    1. **Dramatic innovation**
    2. Discontinuous
    3. Continuous
    4. Dynamically continuous
15. A (an) \_\_\_\_\_\_\_\_\_\_ is a new product that copies, with slight modification, the design of an original product.
    1. Imitation
    2. **Knockoff**
    3. Duplicate
    4. Modification
16. This phase in the “New Product Development” is the phase of product development, marketers use a variety of sources to come up with great new product ideas that provide customer benefits and that are compatible with the company mission
    1. Product Concept Development and Screening
    2. **Idea Generation**
    3. Marketing Strategy Development
    4. Business Analysis
17. This is the step in the product development process in which marketers assess a product’s commercial viability.
    1. **Business Analysis**
    2. Marketing Strategy Development
    3. Test Marketing
    4. Commercialization
18. Those who adopt an innovation early in the diffusion process but after innovators are called.
    1. Innovators
    2. **Early Adopters**
    3. Early Majority
    4. Laggards
19. What is the 6th phase of the “New Product Development?”
    1. Technical Development
    2. Business Analysis
    3. **Test Marketing**
    4. Commercialization
20. The process by which the use of a population spreads throughout a population is called.
    1. Adoption
    2. **Diffusion**
    3. Tipping point
    4. Adoption pyramid