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