MKT 3350- Introduction to Marketing

MWF 10 AM

Chapter 9 Quiz

1.Which of the following is not a Step to Manage Products?

1. Develop Product Objectives
2. Design Product Strategies
3. **Implement Product Strategies**
4. Organize for Product Management

2. To be effective, product objectives must \_\_\_\_\_\_\_\_\_\_

1. **Be consistent with the firm’s overall mission**
2. Be Unclear
3. Be Immeasurable
4. Only support narrow marketing objectives of the business unit

3. Effective product planning is guided by the continuous process of \_\_\_\_\_\_\_\_\_\_\_?

a. Price management

b. Product mix

c. **Product management**

d. Trademarking

4. Strong brands forge lasting bonds with customers based on \_\_\_\_\_\_\_\_\_\_?

a. Brand storytelling

**b.** **Brand meaning**

c. Brand extensions

d. Sub-branding

5. Which of the following is not apart of Product Quality?

1. Product Safety
2. Versatile
3. Reliable
4. **Quantity**

6. The segmentation strategy must be in line with all of these except...

1. Missions
2. Objectives
3. **Target Market**
4. SWOT

7. Which Brand are produced and marketed by a manufacturer?

1. Store Brands
2. **National Brands**
3. Individual Brands
4. Family Brands

8. When one firm sells to another firm the right to use a brand name for a specific purpose for a specific period of time is known as?

1. Packaging
2. Labels
3. **Licensing**
4. Cobranding

9.) All of the following describes a “good” brand name, **except** \_\_\_\_\_\_\_\_\_**.**

1. **Stay emotionally disconnected from their customers to focus on the goals and tasks of the business**
2. Maintains good relationships with its customers.
3. Portraying an image or describes how the product works
4. Is easy to spell, read, and remember

10. When two brands work together to market a new product it is known as?

1. Ingredient Branding
2. Licensing
3. **Cobranding**
4. Packaging

11. Which of the following should be considered in product mix strategies?

1. Range
2. Packaging
3. **Type**
4. Width

12. Which of the following quality guidelines are used to show the standards for quality management?

1. ISO 14000
2. **ISO 9000**
3. Six Sigma Methodology
4. ISO 500

13. A \_\_\_\_\_\_\_\_ consists of a group of customers who share a similar set of needs and wants.

1. Vertical marketing system
2. Market basket
3. Market share
4. **Market segment**

14. Occurs when a firm creates a secondary brand to help differentiate a product line is known as?

1. Cobranding
2. Generic branding
3. **Sub-branding**
4. Brand Extensions

15. What is a type of branding in which branded materials become “component parts” of other branded products?

1. Cobranding
2. **Ingredient Branding**
3. Generic Branding
4. Private-Label Brands

16. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ controls package communication and labeling in the U.S.

1. Nutrition Labeling and Education Act of 1990
2. U.S. Food and Drug Administration
3. Universal Product Code
4. **Federal Fair Packaging and Labeling Act of 1966**

17. Which of the following is not an element of a “good” brand name:

1. Maintains relationships with customers
2. Is easy to say, spell, read and remember
3. **Is long, complex and difficult to interpret**
4. Fits the target market, product benefits, customer’s culture, and legal requirements

18. When one firm sells the right to use a brand name to another firm for a specific purpose and a specific period of time, it is known as:

1. Branding
2. **Licensing**
3. Lending
4. Packaging

Chapter 9 Quiz Key

1) C

2) A

3) C

4) B

5) D

6) C

7) B

8) C

9) A

10) C

11.) C

12.) B

13.) D

14.) C

15.) B

16.) D

17.) C

18.) B