# Marketing Ch. 8 Quiz

Products such as milk, bread and gasoline are basic or necessary items that are available almost everywhere. They are also known as \_\_\_\_\_\_\_\_\_

A.) Convenience products B.) Impulse products C.) Emergency Products **D.) Staple products** E.) Shopping products

Initially 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 vision. This is Phase 1 of new product development (NPD) and is known as ideation or \_\_\_\_\_\_\_\_\_\_\_

A.) Research and development B.) Product Concept Development and Screening C.) Brainstorming **D.) Idea generation** E.) Innovation

Experts classify adopters into several categories based on their willingness to try something new, one of such categories is:

A.) Early Adopters B.) Late Majority C.) Early Majority D.) Laggards **E.) All of the above**

The actual product plus other supporting features, such as a warranty, credit, delivery, installation, and repair service after the sale; is known as:

A.) Total product **B.) Augmented product** C.) Expanded product D.) Fluffed product E.) Packaged product

\_\_\_\_\_\_\_\_ goods are consumer products that provide benefits over a period of months, years or even decades, such as cars, furniture and appliances. In contrast, we consume \_\_\_\_\_\_\_ goods, such as magazines and sushi in the short term.

**A.) Durable / Non-durable** B.) Non-durable / Durable C.) Perishable / Non-perishable D.) Non-perishable / Perishable E.) Expensive / Cheap

\_\_\_\_\_\_\_\_ describes how use of a product spreads throughout a population.

**A. Diffusion**

B. Product Adoption

C. Tipping Point

D. Adoption Pyramid

E. Media Blitz

1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ innovation is a totally new product creates major changes in the way we live.

a) Continuous

**b) Discontinuous**

c) Dynamically Continuous

d) Creative

2. Early \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are those whose adaptation of a new product signals a general acceptance of the innovation.

a) Majority

**b) Adopters**

c) Innovators

d) Laggards

3. Products of the fishing, lumber, agriculture, and mining industries that organizational customers purchase to use in their finished products are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

a) Unsought Products

b) MRO Products

**c) Raw Materials**

d) Processed Materials

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Products are basic or necessary items that are available almost everywhere.

a) Impulse

**b) Staple**

c) Emergency

d) Shopping

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Products are all the benefits the product will provide for consumers or business customers.

a) Core

b) Actual

c) Augmented

**d) Durable**

Which of the following is a product people buy on the spur of the moment?

A. Spur product

B. Emergency product

**C. Impulse product**

D. On demand product

2. What is phase 1 in New Product Development?

A. Product concept development

B. Business Analysis

**C. Idea Generation (ideation)**

D. Establishing a mission statement

3. What is the base of the Adoption Pyramid?

A. Confirmation

B. Adoption

**C. Awareness**

D. Trial

4. What is an impulse purchase?

**A. A purchase made without any planning or search effort**

B. A purchase made after careful consideration

C. A purchase made specifically online

D. An automatic payment

5. Which of the following is the degree to which a consumer perceives that a new product provides superior benefits?

A. Competitive advantage

**B. Relative advantage**

C. Superior advantage

D. Product advantage

Which of the following is the final phase in new product development?

A. Business Analysis

B. Redevelopment

C. Test Marketing

**D. Commercialization**

Which form of funding has seen explosive growth over recent years which has made it easier for start-up companies?

A. Teamfunding

**B. Crowdfunding**

C. Government-Based Funding

D. Mini-Market Funding

Which of the following is defined as when a products’ sales spike to new, unprecedented levels?

A. Turning Point

**B. Tipping Point**

C. Moving Point

D. Peaking Point

When it comes to creativity and innovation, marketers engage in R&D activities. R&D are initials that stand for \_\_\_\_\_.

**research and development**

responsible and diligent

ready and durable

refined and dignified