1. The systematic and usually team-based approach to coordinating all aspects of a product’s strategy development and execution is:
2. Team management
3. System management
4. Product management
5. Product approach
6. What is the second step in Steps to Manage Products?
7. Develop Product objectives
8. Make tactical product decisions
9. Product branding
10. Design product strategies
11. A firm’s total product offering designed to satisfy a single need or desire of target customers is:
12. Product mix
13. Product line
14. Target line
15. Product strategy
16. A unique identifier for each distinct product is:
17. Stock keeping units
18. Product line length
19. Product objective unit
20. Separate item unit
21. A *full line* strategy aims to accomplish what?
22. Targets small specific segments
23. Targets many customer segments to boost sales potential
24. Targets customer needs over sales
25. Targets corporate needs
26. What is a *filling out* strategy?
27. Adds same styles and sizes to keep same market
28. Adds only same styles but different sizes to a product category
29. Adds sizes or styles not previously available in a product category
30. Adds only same sizes to a product category
31. How is cannibalization defined?
32. A human eating another human
33. A business eliminating another business’ sales
34. A business buying a competing business
35. A new item that eats up sales of an existing brand
36. The total set of all products a firm offers for sale is:
37. Product mix
38. Product line
39. Product set
40. Product collection
41. Product quality is defined as:
42. the physical shape the product is in
43. how long the product will last once bought
44. the overall ability of the product to satisfy customer expectations
45. how perfect the product looks
46. When did the total quality management revolution begin in America?
47. 2010
48. 1980
49. 1968
50. 2004
51. Which is NOT an internal customer mindset?
52. Employees are the sole customer and therefore most important
53. Meeting the needs of employees who receive my work is critical to doing a good job
54. Employees who receive my work are my customers
55. I focus on the requirements of the person who receives my work
56. What is ISO 9000?
57. An Apple information system
58. A system that focuses on environmental management
59. A system that focuses on food management guidelines
60. A set of guidelines that establish voluntary standards for quality management
61. Which is NOT an objective focus for Product quality?
62. Durable
63. Reusable
64. Versatile
65. Degree of pleasure
66. What is the last stage in The Product Life Cycle
67. Maturity stage
68. Growth stage
69. Decline stage
70. Sales stage
71. What is the marketing goal in the growth stage of the product life cycle?
72. Brand loyalty
73. Sales growth
74. Profit growth
75. New product growth
76. How does one identify a product
77. Its color
78. Its size
79. Its brand
80. Its price
81. Which is NOT a step in the “fit test”
82. Fit the target market
83. Fit the store’s requirements
84. Fit the legal requirements
85. Fit the product’s benefits
86. How is brand equity defined?
87. How much revenue the product generates
88. The value of a brand to an organization
89. The worth the brand has accumulated over time
90. The selling price of a brand
91. Which one is a type of product relationship?
92. Nostalgic attachment
93. Give-and-take relationship
94. Emotional attachment
95. Dependent relationship
96. What mantra has made a comeback as a goal to engage customers?
97. “Risk and reward”
98. “Stop selling; start helping!”
99. “Tell to sell”
100. “Believing is seeing”
101. Which is NOT a characteristic of the world’s top brands?
102. The brand stays relevant
103. The product is expensive
104. The brand is properly positioned
105. The brand is consistent
106. What is another term for Family brand?
107. Household brand
108. Generational brand
109. Consistent brand
110. Umbrella brand
111. What is the alternative to store branding
112. Generic brand
113. Low price brand
114. Business brand
115. Choice brand
116. An agreement between two brands to work together to market a new product is:
117. Side by side branding
118. Option branding
119. Cobranding
120. Alternative branding
121. What part of large companies focus exclusively on new product development
122. Specific teams
123. New product teams
124. Branding teams
125. Venture teams