**Test 3 ch 11, 12, 15 & 17 Study guide**

What is a brand? What is it composed of and why are they important?

What is a product line?

What is a product mix?

What does product breadth and depth mean?

What is brand awareness?

What is brand loyalty?

What are private label brands?

What are manufacturer brands?

What is the diffusion of innovation?

What four stages comprises the diffusion of innovation?

What is the product life cycle?

What are the four stages of the product life cycle?

What are the 5 dimensions of service quality?

What is a reference price?

What is cost of ownership?

What is improvement value?

What is market penetration mean?

What does price skimming mean?

What does omnichannel retailing mean?

What is retailing?

What are the 3 types of distribution intensity? How do they differ?

Know the different types of Retailers