Package Title: Practice

Course Title: Boone, Contemporary Business, Third Canadian Edition

Chapter Number: 12

Shuffle: No

Question type: Multiple Choice

1) A product is best described as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) the tangible parts of a company’s offerings

b) a bundle of physical, services, and symbolic attributes

c) the trade-off between cost and quality

d) customer benefits

Answer: b

Difficulty: Easy

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Communication

2) \_\_\_\_\_\_\_\_\_ products are purchased infrequently and are fairly expensive. As a result, the consumer goes through an extended decision-making process before buying.

a) Convenience

b) Unsought

c) Shopping

d) Specialty

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

3) \_\_\_\_\_\_\_\_ products are those that are purchased after the consumer has compared competing products in competing stores.

a) Specialty

b) Comparative

c) Shopping

d) Popular

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

4) Consumers usually describe a product by its \_\_\_\_\_\_\_\_\_; marketers focus on \_\_\_\_\_\_\_\_.

a) cost; production method

b) image; price

c) features; benefits

d) attributes; distribution method

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

5) Milk, coffee, and paper towels are classified as \_\_\_\_\_\_\_ products.

a) convenience

b) unsought

c) shopping

d) specialty

Answer: a

Difficulty: Medium

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Application

AASCB: Communication

6) Paycheque services and huge multifunction copying machines used in operating an organization would be classified as what type of product?

a) commercial

b) business

c) technical

d) utility

Answer: b

Difficulty: Hard

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Application

AASCB: Analytic

7) Campbell’s Soup, V-8 juices and soup, and Pace Picante sauce are part of the Campbell Company

a) brand strategy.

b) product line.

c) brand mix.

d) brand lines.

Answer: a

Difficulty: Hard

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Application

AASCB: Analytic

8) A group of related products marked by physical similarities, or intended for a similar market, is called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) brand strategy

b) brand mix

c) brand line

d) product line

Answer: d

Difficulty: Medium

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

9) An example of an installation would be a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) hand tools and fax machines

b) light bulbs and paper clips

c) finished business goods that become part of a final product

d) new factories and heavy equipment

Answer: d

Difficulty: Medium

Learning Objective 1: LO12.1 Explain product strategy and how to classify goods and services.

Section Reference 1: Product Strategy

Bloom’s Taxonomy: Application

AASCB: Analytic

10) Which of the following is **not** a stage of the product life cycle?

a) development

b) launch

c) maturity

d) drop off

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.2 Describe the four stages of the product life cycle and their marketing implications.

Section Reference 1: Product Life Cycle

Blooms Taxonomy: Comprehension

11) During which stage of the product life cycle do sales reach a saturation point?

a) development

b) launch

c) maturity

d) drop off

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.2 Describe the four stages of the product life cycle and their marketing implications.

Section Reference 1: Product Life Cycle

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

12) During the \_\_\_\_\_\_\_\_ stage, the product finally shows a profit although competition increases.

a) introduction

b) growth

c) maturity

d) decline

Answer: b

Difficulty: Medium

Learning Objective 1: LO12.2 Describe the four stages of the product life cycle and their marketing implications.

Section Reference 1: Product Life Cycle

Bloom’s Taxonomy: Knowledge

AASCB: Communication

13) During which of the four stages listed below did General Mills, Warner Bros. Pictures, and Legendary Pictures launch Yoplait Greek Yogurt?

a) introduction

b) development

c) maturity

d) decline

Answer: a

Difficulty: Hard

Learning Objective 1: LO12.2 Describe the four stages of the product life cycle and their marketing implications.

Section Reference 1: Product Life Cycle

Bloom’s Taxonomy: Application

AASCB: Communication

14) \_\_\_\_\_\_\_\_\_\_\_ introduces a new product supported by a complete marketing campaign to a selected city or TV coverage area.

a) Concept testing

b) Business analysis

c) Test marketing

d) Idea screening

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.2 Describe the four stages of the product life cycle and their marketing implications.

Section Reference 1: Product Life Cycle

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

15) \_\_\_\_\_\_\_\_ means the product is the first one that comes to mind when a product category is mentioned.

a) Brand equity

b) Brand denotation

c) Brand awareness

d) Brand management

Answer: c

Difficulty: Easy

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Knowledge

AASCB: Communiuction

16) The Nike swoosh is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) brand.

b) brand name.

c) graphic symbol.

d) trademark.

Answer: d

Difficulty: Medium

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Application

ACCSB: Analytic

17) A \_\_\_\_\_\_\_\_ has legal protection granted solely to its owner.

a) brand

b) patent

c) trademark

d) copyright

Answer: c

Difficulty: Easy

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Knowledge

AACSB: Communiction

18) Procter & Gamble markets a variety of detergent products such as Tide, Cheer, Dash, and Gain. The company is using \_\_\_\_\_\_\_\_ branding.

a) family

b) individual

c) product

d) private

Answer: b

Difficulty: Hard

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Application

AACSB: Analytic

19) Coca-Cola, McDonald’s, American Express, Google, and Nike are examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) brand marks.

b) brand names.

c) private brands.

d) trademarks.

Answer: b

Difficulty: Medium

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Application

AACSB: Communiction

20) Sears’s Craftsman tools and Wal-Mart’s Ol’ Roy dog food are examples of which brand category listed below?

a) private brand

b) family brand

c) individual branding

d) generic brand

Answer: a

Difficulty: Hard

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Application

AACSB: Analytic

21) \_\_\_\_\_\_\_\_\_\_ is the bar code read by optical scanners that print the name of the item and the price on a receipt.

a) A universal product code

b) A category advisor

c) Radio-frequency identification

d) A trademark

Answer: a

Difficulty: Easy

Learning Objective 1: LO12.3 Explain how firms identify their products.

Section Reference 1: Product Identification

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

22) The two components of an effective distribution strategy are distribution channels and \_\_\_\_\_\_\_\_\_\_.

a) marketing know-how

b) physical distribution

c) advance branding

d) planned promotions

Answer: b

Difficulty: Medium

Learning Objective 1: LO12.4 Outline the major components of an effective distribution strategy.

Section Reference 1: Distribution Strategy

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

23) Paths that products follow from producer to consumer or business user are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) distribution channels

b) physical distribution

c) distribution strategy

d) direct distribution

Answer: a

Difficulty: Medium

Learning Objective 1: LO12.4 Outline the major components of an effective distribution strategy.

Section Reference 1: Distribution Strategy

Bloom’s Taxonomy: Knowledge

AACSB: Communiction

24) A business firm that moves goods from their producers to consumers or business users is called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) marketing intermediary

b) manufacturers agent

c) rack jobber

d) merchant wholesaler

Answer: a

Difficulty: Medium

Learning Objective 1: LO12.4 Outline the major components of an effective distribution strategy.

Section Reference 1: Distribution Strategy

Bloom’s Taxonomy: Knowledge

AACSB: Communication

25) Which form of transportation carries the largest dollar volume of products?

a) trucks

b) trains

c) water carriers

d) air carriers

Answer: a

Difficulty: Medium

Learning Objective 1: LO12.7 Discuss distribution channel decisions and logistics.

Section Reference 1: Channel Decisions & Logistics

Bloom’s Taxonomy: Comprehension

AASCB: Communication

26) The most common distribution strategy for the business-to-business (B2B) market is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) producer to retailer to consumer

b) producer to business user

c) producer to consumer to business user

d) producer to wholesaler to business user

Answer: b

Difficulty: Medium

Learning Objective 1: LO12.4 Outline the major components of an effective distribution strategy.

Section Reference 1: Distribution Strategy

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

Question type: True/False

27) A rack jobber is a type of full-function merchant wholesaler.

Answer: True

Difficulty: Medium

Learning Objective 1: LO12.5 Explain the concept of wholesaling.

Section Reference 1: Wholesaling

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

Question type: Multiple Choice

28) \_\_\_\_\_\_\_\_ act as independent sales forces by representing the manufacturers of related but noncompeting products.

a) Rack jobbers

b) Drop shippers

c) Retailer consultants

d) Manufacturers’ agents

Answer: d

Difficulty: Easy

Learning Objective 1: LO12.5 Explain the concept of wholesaling.

Section Reference 1: Wholesaling

Bloom’s Taxonomy: Knowledge

AASCB: Communication

Question type: True/False

29) Agents and brokers may or may not take possession of goods, but never take title.

Answer: True

Difficulty: Medium

Learning Objective 1: LO12.5 Explain the concept of wholesaling.

Section Reference 1: Wholesaling

Bloom’s Taxonomy: Knowledge

AASCB: Communication

30) A limited-function merchant wholesaler does not take title to the goods it distributes.

Answer: False

Difficulty: Medium

Learning Objective 1: LO12.5 Explain the concept of wholesaling.

Section Reference 1: Wholesaling

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

Question type: Multiple Choice

31) Which of the following is **not** one of the components of a retail strategy?

a) identifying a target market

b) shaping a customer service strategy

c) choosing a pricing strategy

d) developing a logistical plan

Answer: d

Difficulty: Medium

Learning Objective 1: LO12.6 Describe the types of retailers and retail strategies used.

Section Reference 1: Retailing

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

32) Lands’ End is an example of a \_\_\_\_\_\_\_\_\_\_\_ retailer.

a) limited service

b) automated merchandising

c) direct-response

d) home oriented

Answer: c

Difficulty: Medium

Learning Objective 1: LO12.6 Describe the types of retailers and retail strategies used.

Section Reference 1: Retailing

Bloom’s Taxonomy: Application

AASCB: Analytic

33) Retailers differ from wholesalers in that they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) take ownership of the goods

b) sell to the individual consumer

c) promote the goods

d) only deal with limited product lines

Answer: b

Difficulty: Hard

Learning Objective 1: LO12.6 Describe the types of retailers and retail strategies used.

Section Reference 1: Retailing

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

34) The first step in developing a competitive retailing strategy is to select a \_\_\_\_\_\_\_\_\_.

a) target market

b) product strategy

c) customer service strategy

d) pricing strategy

Answer: a

Difficulty: Easy

Learning Objective 1: LO12.6 Describe the types of retailers and retail strategies used.

Section Reference 1: Retailing

Bloom’s Taxonomy: Comprehension

AACSB: Communication

35) New retailers enter the market by reducing services so they can offer lower prices. This is referred to as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) the retailing circle.

b) the wheel of retailing.

c) innovative retailers.

d) nouveau retailing.

Answer: b

Difficulty: Hard

Learning Objective 1: LO12.6 Describe the types of retailers and retail strategies used.

Section Reference 1: Retailing

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

36) A manufacturer selecting only a limited number of retailers to distribute its product lines is referred to as which of the following?

a) selective distribution

b) intensive distribution

c) exclusive distribution

d) specific distribution

Answer: a

Difficulty: Medium

Learning Objective 1: LO12.7 Discuss distribution channel decisions and logistics.

Section Reference 1: Distribution Channel Decisions and Logistics

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

37) Intensive distribution is most often used for \_\_\_\_\_\_\_\_ products.

a) convenience

b) unsought

c) shopping

d) specialty

Answer: a

Difficulty: Medium

Learning Objective 1: LO12.7 Discuss distribution channel decisions and logistics.

Section Reference 1: Distribution Channel Decisions and Logistics

Bloom’s Taxonomy: Analysis

AASCB: Analytic

38) Many factors determine the most efficient distribution strategy. Which of the following statements is **incorrect**?

a) Products that are expensive, complex, or perishable move through shorter distribution channels.

b) Standardized products, or ones with low unit values, move through short distribution channels.

c) Start-up manufacturers often turn to direct channels because they often cannot convince channel members to carry their products.

d) Sometimes a joint venture between competitors dictates which channel to use.

Answer: b

Difficulty: Hard

Learning Objective 1: LO12.7 Discuss distribution channel decisions and logistics.

Section Reference 1: Distribution Channel Decisions and Logistics

Bloom’s Taxonomy: Evaluation

AASCB: Reflective

39) The process of coordinating the flow of goods, services, and information among members of the supply chain is referred to as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) distribution.

b) channels.

c) delivery.

d) logistics.

Answer: d

Difficulty: Medium

Learning Objective 1: LO12.7 Discuss distribution channel decisions and logistics.

Section Reference 1: Distribution Channel Decisions and Logistics

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

40) To reach a target market with a small number of buyers, or buyers concentrated in a geographical area, the most feasible alternative may be a(n) \_\_\_\_\_\_\_\_\_ channel.

a) indirect

b) integrated

c) direct

d) balanced

Answer: c

Difficulty: Hard

Learning Objective 1: LO12.7 Discuss distribution channel decisions and logistics.

Section Reference 1: Distribution Channel Decisions and Logistics

Bloom’s Taxonomy: Application

AASCB: Analytic