Package Title: Clickers

Course Title: Boone, Kurtz, Khan, Canzer, Contemporary Business, Third Canadian Edition

Chapter Number: 12

Question type: Multiple Choice

1) A single brand name used for several related products is referred to as a:

a) Family brand

b) Private brand

c) Manufacturer’s brand

d) National brand

Answer: a

2) A group of related products marked by physical similarities or intended for a similar market is called?

a) Product development

b) Product mix

c) Idea development

d) Product line

Answer: d

3) That stage of the product lifecycle characterized by an increased availability of the product due to increasing strength of the competition and a saturated level of sales with further expansion difficult is the:

a) Introduction stage

b) Growth stage

c) Maturity stage

d) Decline stage

Answer: c

4) \_\_\_\_\_\_\_\_\_\_\_\_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

5) Rolex watches are sold using which level of distribution intensity?

a) Intensive

b) Selective

c) Reduced

d) Exclusive

Answer: d

6) 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

7) Which one of the following is a manufacturer-owned wholesaling intermediary:

a) Rack jobber

b) Drop shipper

c) Agent

d) Sales office

Answer: d

8) \_\_\_\_\_\_\_\_\_\_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

9) A product with which the consumer is already familiar and for which he or she is willing to make a special effort to obtain is referred to as a:

a) Shopping product

b) Specialty product

c) Convenience product

d) Business product

Answer: b

10) 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

11) Which one of the following statements best differentiates consumer products from business products?

a) Consumer products are classified based on how consumers buy them whereas business products are classified by how they are used.

b) Consumers never purchase business products.

c) Business sellers would never sell business products to consumers.

d) Business products are intended to be used in specialized areas of organizations, and not in operating an entire organization.

Answer: a

12) Which one of the following statements concerning the difference between services and goods is INCORRECT?

a) Services are intangible or immaterial.

b) Services are perishable.

c) Services are never standardized.

d) The service provider is the service.

Answer: c

13) Which one of the following is NOT a strategy for extending the lifecycle of a product?

a) Increase customers’ frequency of use.

b) Add new users.

c) Find new uses for the produc.t

d) Restrict the overall supply of the product to make it appear rare and more appealing to those who already use it.

Answer: d

14) Which one of the following statements concerning marketing intermediaries is INCORRECT?

a) Adding intermediaries to the distribution process increases the final cost of products.

b) Intermediaries often add significant value to a product as it moves through the distribution channel.

c) Marketing utility is created when intermediaries help ensure that products are available for sale when and where customers want to purchase them.

d) A marketing intermediary reduces the number of necessary transactions.

Answer: a

15) Target and Wal-Mart are examples of which type of retail store?

a) Specialty store

b) Discount store

c) Department store

d) Warehouse club

Answer: b