

MARKETING: Product/Service Planning Unit Test Review

Name Key

1. Number in order the steps of the **Product Development Process**.

- a. 2 Screening ideas
- b. 6 Evaluating consumer acceptance
- c. 4 Testing the product
- d. 1 Generating ideas
- e. 3 Developing the product
- f. 5 Introducing the product

2. Which step of the **Product Development Process** is being described.

- a. Developing product A first model of the product is made
- b. Intro. the product Full market introduction
- c. Testing the product Putting the product into lab settings to evaluate features and needed improvements.
- d. Generating Ideas Requires significant brainstorming and collaboration.
- e. Evaluating acceptance Decide if the product should continue in marketplace.

3. Which stage of the **Product Life Cycle** is being discussed in each of the following scenarios.

- a. Introduction Focus is on production and promotion.
- b. Growth The product gains wide popularity quickly.
- c. Decline Due to a lost interest there is a poor effect on sales.
- d. Introduction Profits are generally lowest at this phase to R&D.
- e. Maturity Most of the target market owns ^{the} product so sales level off and/or slow down.
- f. Maturity Strong competitors are a major concern.

Which **Product Mix Strategy** is being used?

- A. Expansion
- B. Modification
- C. Deletion
- D. Trading Up
- E. Trading Down

- 4. A Mary's Coffee Express decides to also sell quiche at their store.
- 5. B Miller's Supermarket alters their potato salad to include a lower fat alternative.
- 6. A Great Scott's decides to sell cookie dough at their store.
- 7. A A well known apparel store now stocks perfume and skin care products
- 8. A Downy fabric softener creates a line of hangers and clothing storage units.
- 9. B Spalding designs a basketball smaller to appeal to a youth market.
- 10. D A bedding store chooses to sell Ralph Lauren, a designer with high-end comforters and sheets.
- 11. B Dell offers their laptops in an array of new spring colors.

12. Which product mix strategy is riskier—modification or expansion? Explain.

Expansion - not proven success - not sure how market will respond.

13. Look at the following **Product Mix Chart**. Label the following:

- Product Mix
- Product Lines
- Product Items
- Product Depth
- Product Width

Product Mix Product Lines

Coffee	Cold Drinks	Pastries	Gift Items	Soups
12 oz coffee	Frozen coffee drinks	Crumb cake	Mugs	Black Bean
16 oz coffee	Smoothies	Blueberry muffin	Gift cards	Old-fashioned
20 oz coffee	Raspberry	Pumpkin muffin	Greeting cards	chicken noodle
Espresso	Mixed berry	Scones		Cup
Latte	Banana	Choc. Chip		Bowl
Caramel	Coke	Vanilla		Bread Bowl
Non-fat	Diet Coke	Cranberry		
Capuccino	Sprite	Cinnamon Rolls		
	Frozen Lemonade			

Prod Item

Product Depth

Product Width

14. Your manager has asked you to consider adding or expanding the **product width**? Do you add a new line or item? What would you select and why?

New line
Breakfast / Lunch Sandwiches - Answers will vary

15. Your manager has asked you to add more **product depth** to one line. Explain how you will do that? What did you select and why?

Add an additional item in a line.
Answers will vary - add seasonal espresso / latte flavors
ie: Pumpkin Spice Latte

16. Look at the package of the following **brand**. Label the elements of the brand, including:

- Brand mark
- Brand name
- Trade name
- Trade character
- Trademark



Trade Character

Trade Name

Brand Name

Trade Mark

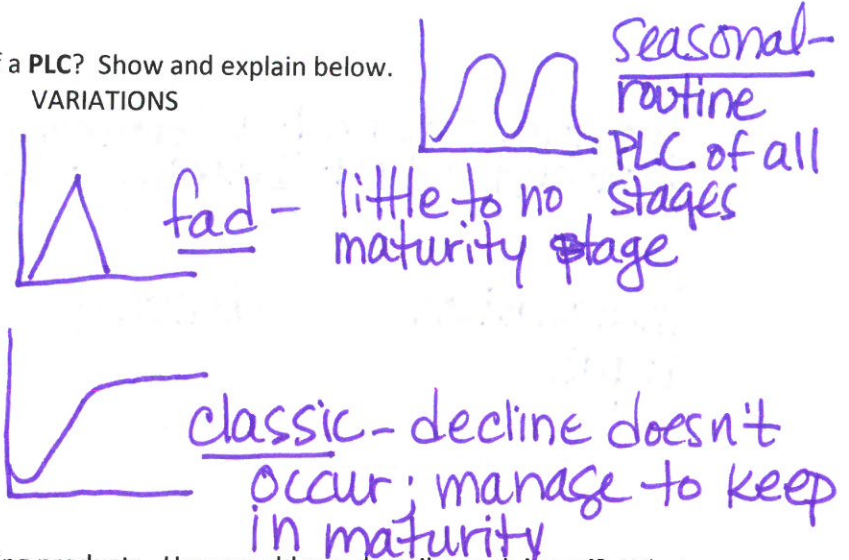
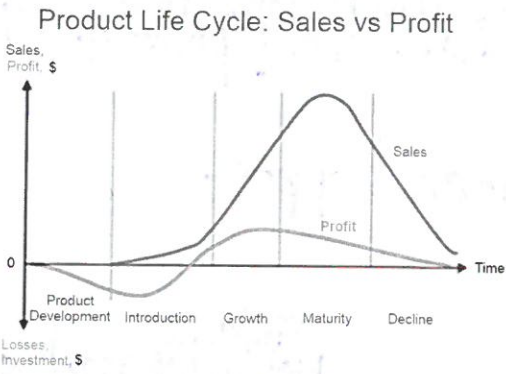
Brand Mark
Font for Hamburger Helper
Spoon for Betty Crocker

17. The number of different products items that are offered in each product line such as how many different flavors of Crystal Light is defined as the product depth.

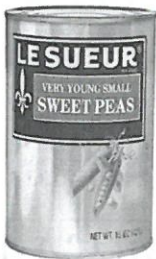
18. All the different items that a company makes or sells is the company's product mix.

19. Defined as the different "categories" that a company makes or sells. For example a grocery store offers dairy, canned goods, bakery items, produce, and meat. This is described as the company's product lines.

20. What are some different variations of a PLC? Show and explain below.



21. Hyvee Supermarket carries the following products. How would you describe each brand? What branding strategy are they practicing by carrying all three?



Generic



Private



Mfr.

Mixed branding - carrying private brands and mfr brands. Common for grocery stores

22. Describe the branding strategies being used in the following examples. Explain.



Co Branding: using 2

well known brands to sell one product



Brand licensing

Royalties paid to Skittles to use their brand on t-shirt

23. Written document stating that the quality of a product and promising to correct specific problems is known as a warranty; whereas a promise that a product has a certain quality to provide satisfaction is known as a guarantee.

24. A physical characteristic of a tangible product such as: volume control, non-glare screen are known as product features. Options: screen protector car charger

25. When the production of the service is so identified with an individual performing the service, we would say that the unique characteristic of the service is inseparable. ie: hairdresser, doctor, artist

26. The fact that a service cannot be repeated (like a Badger game) would mean that the service has the unique characteristic of perishable. ie: can't "pull off the shelf" and used later

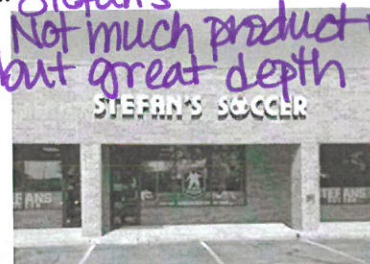
27. What are some purposes of **packaging**? (minimum of 3)

Promote product ; Protect consumer (tampering, spoiling)
 protect product (breakage) ; facilitate use (spout to easy pour)

28. What are some services to support the usage of a product? (Product elements)

installation delivery tech support
 repair

29. Look at the following businesses. In regard to sporting goods and their **product mix**, who would have the most **depth** and who would have the most **width**? Explain.



Stefan's
 Not much product width
 but great depth

Target - more product width w/ all products, but little depth
 or width in relation to sport goods;
 MC sports - more product width, but not as much depth in

30. Describe three "rules" described by IDEO to encourage **brainstorming**.

any one line
 Build off other ideas - one conversation at a time - focus -
 Don't discourage others by criticizing - Fail often to succeed
 when product expansion/modification occurs so fast
 that you are not necessarily gaining more customers rather
 just shifting sales "Eating sales of similar product"

31. Explain the term **cannibalism** as discussed in regard to marketing.

32. Below are two **branding strategy** examples - one shows brand extension and one shows line extension. Identify which is which and explain.



Brand Extension →

← Line extension

Brand extension - extending brand into other categories such as mac n cheese flavor into crackers; Line extension - extending the line by adding similar ie: add'l flavors

33. Explain why profits are lowest during the **introduction** stage of the **PLC**.

Expenses are so high w/ research, development, promotion
 Sales are so low due to consumers not being aware of

Profit = Sales - Expenses ; ↓ Profit = ↓ Sales, ↑ Expenses

34. Based on what we know about "what makes a good brand name", what are some effective **brand names** and why?

Maas wheat thins - what the prod. is made of (wheat) thin cracker
 Flip sides - a cracker that has two flavors on each side
 pretzel on one side; ritz flavor on other

Jet Puffed - marshmallows puffy