



- **Question 1**

0 out of 10 points

In class, we discussed the Product Life Cycle (PLC) concept. In which stage of the PLC would we find sales that are low, but rising?

Answer

Selected Answer:  Growth

 Correct Answer:  Introduction


Response Feedback: In the introduction stage of the PLC, we find innovative consumers, little (if any) competition, sales that are low, but rising, and virtually no profits.



- **Question 2**

0 out of 10 points

In class, we discussed the Product Life Cycle (PLC) concept. In which stage of the PLC would we typically find industry profits reaching their peak?

Answer

Selected Answer:  Decline

 Correct Answer:  Growth


Response Feedback: In the growth stage of the Product Life Cycle (PLC), we find that there is mass market interest in the product, competition is increasing, there is rapid growth in sales, and industry profits are strong and then peak (as competition drives prices and profits down).

- **Question 3**


0 out of 10 points

In class we considered the "value" of brand equity to the manufacturer. Which of the following is NOT one of the benefits of brand equity?

Answer

Selected 
Answer: A strong brand name acts as a barrier to competition.



Correct 
Answer: All of above were benefits discussed.


Response Feedback: Benefits of a strong brand include providing customers with a reason to buy the product, is a barrier to competition, can facilitate international expansion, and can help a brand to survive a crisis.

- **Question 4**

0 out of 10 points

In class, we heard that Dunkin' Donuts is catering to local tastes in China with a new donut flavor. What new product have they created?

Answer

Selected 
Answer: Garlic flavored donuts.



Correct 
Answer: Pork flavored donuts.

Response Feedback: Pork donuts may not be palatable to Americans or Europeans, but the parent company of Dunkin' Donuts and the Baskin-Robbins ice cream chains is catering to local tastes in China, where it aims to open another 100 stores in the next two to three years.


- **Question 5**


0 out of 10 points



Even though Liquid Paper correction fluid is in the _____ stage of the product life cycle, Gillette has not deleted it from its line because there is still a residual core of consumers who use the product.

Answer

Selected Answer:  maturity

Correct Answer:  decline

Response Feedback: Dropping a product from a company's product line is called product deletion. It is one of two choices in the decline stage of the product life cycle.


- **Question 6**

0 out of 10 points

One of the eight primary reasons for product failure is _____.

Answer

Selected Answer:  the product is too innovative

Correct Answer:  there is too little market attractiveness



Response Feedback: There are eight main reasons a new product can fail: (1) insignificant point of difference; (2) incomplete market and product protocol; (3) not satisfying customers on critical factors ; (4) bad timing; (5) too little market attractiveness (6) poor product quality; and (7) poor execution of the marketing mix, and (8) no economical access to buyers.


- **Question 7**


0 out of 10 points

The initial purchase of a product by a consumer is referred to as a(n)

Answer



Selected Answer:  product sampling.

Correct Answer:  trial.