



JA Marketing Principles 1®

Quiz: Post-Session 1.3: Marketing Benefits

Circle the best answer for each question.

1. Which of the following marketing messages focuses on the benefits of the product?

- a. fastest processor of any laptop
- b. new colors designed to get you noticed
- c. only 100 calories per serving
- d. uses unique glow-in-the-dark technology

2. What are the features of a product?

- a. what the product does
- b. how the product makes you feel
- c. how the product is made
- d. what problems the product solves

3. What makes consumers more likely to buy a product?

- a. They think it will make them happy.
- b. They have to replace something that broke.
- c. They see how many features it has.
- d. They can afford it.

4. What is a "need?"

- a. something that solves a problem
- b. something a person wants badly
- c. something that makes life better
- d. something required for survival

5. Which of the following form the "needs" in Maslow's Hierarchy?

- a. physiological, safety, love/belonging, ethics, self-actualization
- b. physiological, safety, love/belonging, achievement, self-actualization
- c. physiological, safety, love/belonging, esteem, self-actualization
- d. physiological, safety, love/belonging, employment, self-actualization