

JA Marketing Principles 1®

Quiz: Post-Session 3.1: Product

Circle the best answer for each question.

1. Which of these is NOT one of the 4 P's of the marketing mix?

- a. planning
- b. price
- c. promotion
- d. place

2. What do the 4 P's represent in marketing?

- a. a way to describe and organize the important aspects of marketing a product
- b. a two-way conversation between a manufacturer and a target market
- c. the choices consumers make when purchasing a product
- d. only the advertising and public relations that support of a product line

3. What is product development?

- a. the refinement of a product after it has been released into the market
- b. the process of creating appealing products differentiated from their competitors
- c. the planning for a product's life cycle
- d. the use of technology to create trendy products and services

4. Which of the following are examples of consumables?

- a. streaming video subscription, home maintenance
- b. medication and batteries
- c. furniture and appliances
- d. coats and cars

5. What is a product life cycle?

- a. the period of a product's highest demand in a market
- b. the amount of time a product stays unsold
- c. the planned obsolescence of a product
- d. the lifespan of a product from beginning to end