

QUESTION 1 MULTIPLE CHOICE QUESTIONS

(30 MARKS)

Answer the following multiple choice questions in the space provided.

1. **The different product layer/s includes:** _____
 - a) The core product
 - b) Needs
 - c) resources
 - d) values

2. **Classification based on behaviour includes the following product/s:** _____
 - a) Convenience products
 - b) Shopping products
 - c) All of the above
 - d) None of the above

3. **Classification of industrial products can include:**
 - a) capital products
 - b) Equipment
 - c) All of the above
 - d) None of the above

4. **Classification of commercial services include:**
 - a) accommodation;
 - b) organisation
 - c) manager
 - d) employees