

Quiz 7- Time to check your understanding of Product Sales and Marketing

1. How can product managers create effective product positioning?
 - a. Conducting market research
 - b. Understanding the target audience
 - c. Defining unique selling points
 - d. All of the above

Correct Answer: Option d – All of the above.

2. Which of the following is not a key consideration while deciding the product pricing and packaging?
 - a. Cost
 - b. Competition
 - c. Number of Stakeholders
 - d. Perceived value of the product

Correct Answer: Option c - Number of Stakeholders.