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**Questions on Product**

**Q1:** What is the core product of Starbucks?

**A1:** ------------

**Q2:** What are the actual and augmented products of Starbucks?

**A2:** ------------

**Q3:** What are the various product categories offered by Starbucks?

**A3:** -------------

**Q4:** How has Starbucks adapted its product offering to suit the Indian market?

**A4:** -----------

**Q5:** How has Starbucks introduced healthy products in its range?

**A5:** ------------

**Q6:** Mention an innovation by Starbucks with regard to an existing product.

**A6:** ---------------

**Q7:** What are some partnerships that Starbucks has entered, from the point of view of product?

**A7:** --------------

**Questions on Price**

**Q1:** What is the most expensive coffee that Starbucks in CP sells?

**A1:** ---------

**Q2:** What is the least expensive coffee that Starbucks in CP sells?

**A2:** ------------

**Q3:** Which of the following pricing strategies does Starbucks follow? Justify your answer.

* Economy pricing strategy
* Penetration pricing strategy
* Skimming pricing strategy
* Premium pricing strategy

**A3:** -------------------------------------------------

**Questions on Place**

**Q1:** How many cities in India have at least one Starbucks store?

**A1:** -----------

**Q2:** What is the total number of Starbucks stores in India?

**A2:** -----------

**Q3:** Which cities in India tend to have a Starbucks store? Why?

**A3:** ---------------------

**Q4:** Mention an innovation by Starbucks with regard to its store strategy.

**A4:** -----------------

**Q5:** What are some partnerships that Starbucks has entered, from the point of view of the place?

**A5:** ---------------

**Questions on Promotion**

**Q1:** What is the primary means of promotion for Starbucks?

**A1:** ------------

**Q2:** How does Starbucks go about executing its primary means of promotion?

**A2:** -------------------

**Q3:** What is meant by ‘Third Place’ in the context of the marketing strategy of Starbucks?

**A3:** -------------------------------

**Q4:** What is meant by ‘Fourth Place” in the context of the marketing strategy of Starbucks?

**A4:** -----------------------------

**Questions on People**

**Q1:** What are the primary target customer segments for Starbucks?

**A1:** --------------------

**Q2:** What is the connection between the target customer segments for Starbucks and its choice of price and place?

**A2:** -------------------------------

**Q3:** What are Starbucks employees called?

**A3:** -----------------------------

**Q4:** Mention an innovation by Starbucks with regard to its employee training.

**A4:** --------------------------------------------------------

**Questions on Physical Evidence**

**Q1:** How does the Starbucks store layout contribute to its marketing strategy?

**A1:** -------------------

**Q2:** What is the Starbucks logo?

**A2:** ------------------

**Q3:** Has the Starbucks logo evolved over time?

**A3:** ------------------------------------

**Q4:** Can the Starbucks app be considered part of physical evidence in the 7 Ps framework? Justify your answer.

**A4:** ---------------------------

**Questions on Process**

**Q1:** What is the process improvement philosophy that Starbucks adopted a decade ago to improve its productivity?

**A1:** --------------------------------------------

**Q2:** What are some of the key metrics that Starbucks uses to measure in-store productivity?

**A2:** ---------------------------------