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| 1. In the context of business product categories, marketing of raw materials primarily emphasizes: |
| 2. In the context of business products, \_\_\_\_\_ consist of small-ticket items that businesses consume on an ongoing basis but do not become part of the final product. |
| 3. Emma owns a bakery in Michigan. To save time, she buys ready-made edible cake decorations from a vendor in Wisconsin. This scenario exemplifies the purchase of a \_\_\_\_\_. |
| 4. In the context of business product categories, the marketing of business services: |
| 5. An advantage of cobranding is that: |
| 6. Blue Legion, a well-known jeans manufacturer, is the main sponsor for a rock concert. Although the tickets to the concert are exorbitantly priced, the public feels that since the concert is being sponsored by a company like Blue Legion, it must be worth it. The scenario illustrates that Blue Legion has a good \_\_\_\_\_. |
| 7. A home décor company manufactures a range of bedding products such as bedspreads, pillows, and mattresses. The range of bedding products represents the \_\_\_\_\_ of the company. |
| 8. In the context of product adoption and diffusion, which of the following questions relates to the product characteristic of compatibility? |
| 9. In the context of product adoption and diffusion, which of the following questions relates to the product characteristic of observability? |
| 10. The goal of a knockoff is: |
| 11. In the growth stage of the product life cycle, competition: |
| 12. Longevo, a watch manufacturing company, offers watches in a wide range of designs to suit all age groups. To adequately cover its wide and diversified consumer base, the company makes use of all the traditional and new age media platforms for its promotions. The promotional strategy used by Longevo is \_\_\_\_\_. |
| 13. Vermontz, an automobile company, pays a film studio to include its new sports car in two scenes of its latest action movie. The company feels this would help them gain maximum visibility, and the fans would also develop a positive association with the brand when they will see their favorite actor using the car in the film. Vermontz's business deal with the film studio exemplifies \_\_\_\_\_. |
| 14. In the context of major advertising media categories, which of the following is an advantage of radio? |
| 15. A deep association between a marketer and a partner (usually a cultural or sporting event), which involves promotion of the marketer in exchange for either payment or the provision of goods, is known as \_\_\_\_\_. |