Review:

Chapter 10, 11, 15

1. Define product
2. Two different types of products
3. Types (and examples) of consumer products
4. Define Service
5. How do services differ from products?
6. Define product item, product line, product mix
7. Benefits of multiple product lines
8. Product mix width
9. Produce line depth
10. Three types (and examples) of product line modifications
11. What is planned obsolescence?
12. Why reposition existing brands?
13. Define Brand
14. Brand name, mark, brand equity, global brand
15. What are the benefits of branding
16. Functions of a package
17. Define new product and the categories of new products
18. Steps in the new product development process
19. Where do ideas come from?
20. What is brainstorming?
21. What is a test market and why are they important?
22. Components of commercialization
23. What is diffusion
24. Categories of adopters
25. Determinants of rate of adoption
26. Stages in the product life cycle and what happens in each stage
27. Role of retailing
28. Classification of retailers
29. Major types of retail operation
30. What are the six P’s in the retail marketing mix