

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 1) A \_\_\_\_\_ is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges. 1) \_\_\_\_\_
- A) private brand
  - B) product bandwidth
  - C) convenience product
  - D) line extension
  - E) product line**
- 2) Paper, pencils, lubricants, paint, nails, and brooms are examples of \_\_\_\_\_. 2) \_\_\_\_\_
- A) raw materials
  - B) supplies**
  - C) capital items
  - D) installations
  - E) specialty products
- 3) When a company lengthens its product line beyond its current range, it is \_\_\_\_\_. 3) \_\_\_\_\_
- A) product mixing
  - B) product line filling
  - C) building brand equity
  - D) product line stretching**
  - E) increasing product depth

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 4) Branding can add consumer value to a product. 4) \_\_\_\_\_

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- 5) Through \_\_\_\_\_, the service firm trains and motivates its customer-contact employees and supporting service people to work as a team to provide customer satisfaction. 5) \_\_\_\_\_
- A) internal marketing**
  - B) service intangibility
  - C) service inseparability
  - D) service variability
  - E) external marketing
- 6) In recent years, product safety and environmental responsibility have become major \_\_\_\_\_ concerns. 6) \_\_\_\_\_
- A) packaging**
  - B) product line
  - C) branding
  - D) service
  - E) labeling

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 7) As an example of service variability, within a given hotel one registration-desk employee may be cheerful and efficient, whereas another may be unpleasant and slow. 7) \_\_\_\_\_

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- 8) Manor Plaza Barber's customers have noticed that the quality of a haircut depends on who provides it as well as when, where, and how it is provided. What have the customers noticed? 8) \_\_\_\_\_
- A) service intangibility
  - B) service variability**
  - C) service inseparability
  - D) service distinction
  - E) service perishability

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 9) How does a brand name add value to a product? 9) \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 10) When a company introduces a new brand name in the same product category, it is called line extension. 10) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

**Refer to the scenario below to answer the following questions.**

Sadiq Abbas built his enterprise on the faithful patronage of four specialty shops and a large contract from Altaf Distribution. But after two years, the maker of novelty pens and pencils had to rethink his strategy when his two-year contract with Altaf ended.

Sadiq built a company reputation on the manufacture and distribution of a variety of wooden writing utensils with customized engravings. Specialty shops loved to display the products in their fancy, lighted showcases, but such specialty shops alone were not profitable. Sadiq Abbas established a brand name, known merely as Abbas, and decided to expand on it.

Sadiq extended his writing utensil lines to include quills, felt-tip pens, and multiple-cartridge pens that write in different colors. He even added a line of various grades of personalized stationery and business cards. Perhaps Sadiq's biggest added touch, however, was the addition of two salespeople who would work to explain the diverse array of products offered by Abbas, as well as nurture existing accounts.

"We make an excellent product," Sadiq Abbas stated, "and we honor a good guarantee on everything we sell. But let's face it — we face hundreds of competitors! We need Abbas representatives out there to help prospects understand what they should demand in something as simple as a writing tool."

The Abbas brand was fast-becoming synonymous with top-notch customer service. Part of the purchase package brought personal visits from the Abbas representative, before the purchase and long after.

- 11) The new felt-tip pens, multiple-cartridge pens, and quills are all examples of \_\_\_\_\_. 11) \_\_\_\_\_
- A) product line inconsistencies
  - B) licensed brands
  - C) multibranding
  - D) product line filling**
  - E) megabranding

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 12) A company might stretch its product line upward to add prestige to its current products. 12) \_\_\_\_\_

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 13) Give an example of the most basic level of product, the core benefit. 13) \_\_\_\_\_

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- 14) Al Rostamani Group's campaign stating, '50 Years of Excellence' is an example of \_\_\_\_\_. 14) \_\_\_\_\_
- A) product line
  - B) social marketing
  - C) corporate image marketing**
  - D) personal marketing
  - E) product quality

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 15) Good service recovery can turn angry customers into loyal customers and can even win more customer purchasing and loyalty than if no problem had occurred in the first place. 15) \_\_\_\_\_

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 16) "Jeddah Ghair" meaning 'Jeddah is different' is an example of \_\_\_\_\_. 16) \_\_\_\_\_

A) place marketing  
B) person marketing  
C) corporate image advertising  
D) social advertising  
E) organization marketing

- 17) Rasha Gendy began to market shampoo for normal hair. In an attempt to increase profits and use excess market capacity, Rasha then marketed shampoo for oily hair and color-treated hair. This is an example of \_\_\_\_\_. 17) \_\_\_\_\_

A) people marketing  
B) line filling  
C) social marketing  
D) a shopping product  
E) an unsought product

- 18) Product mix \_\_\_\_\_ refers to the number of versions offered of each product in the line. For example, Crest toothpaste comes in 13 varieties, ranging from Crest Multicare to Crest Baking Soda formulations. 18) \_\_\_\_\_

A) depth                      B) perimeter                      C) height                      D) length                      E) width

- 19) In assessing which new features to add to a product, a company must weigh each feature's \_\_\_\_\_ to customers versus its \_\_\_\_\_ to the company. 19) \_\_\_\_\_

A) cost; service  
B) equity; cost  
C) value; cost  
D) service; line extension  
E) cost; line extension

- 20) The fundamental asset underlying brand equity is \_\_\_\_\_, which is the value of the customer relationships that the brand creates. A powerful brand is important, but what it really represents is a set of loyal consumers. 20) \_\_\_\_\_

A) service variability  
B) line equity  
C) customer equity  
D) the customer mix  
E) the service encounter

- 21) What are the two dimensions of product quality? 21) \_\_\_\_\_

A) performance and resistance  
B) consistency and level  
C) feature and design  
D) design and innovation  
E) conformance and style

- 22) In many countries, such as the United States and countries in the European Union, \_\_\_\_\_ 22) \_\_\_\_\_  
require sellers to provide detailed nutritional information on food products.  
A) packaging acts  
B) nutritional labeling laws  
C) health, safety and environment laws  
D) federal trade commission acts  
E) pollution laws
- 23) Product planners need to consider products and services on three levels. Each level adds more 23) \_\_\_\_\_  
customer value. The most basic level is the \_\_\_\_\_, which addresses the question, "What is the  
buyer really buying?"  
A) augmented product  
B) core customer value  
C) co-branding  
D) actual product  
E) exchange
- 24) Which of the following is NOT a desirable quality for a brand name? 24) \_\_\_\_\_  
A) The name should translate easily into foreign languages.  
B) It should be easy to pronounce, recognize, and remember.  
C) The brand should almost always be a long word to get attention.  
D) It should be distinctive.  
E) It should suggest something about the product's benefits and qualities.
- 25) For a fee, some companies \_\_\_\_\_ names or symbols previously created by other manufacturers, 25) \_\_\_\_\_  
names of well-known celebrities, and/or characters from popular movies and books, any of which  
can provide an instant and proven brand name.  
A) license B) service C) package D) market E) brand

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 26) Consumers form relationships with products via brands. What might happen that allows a 26) \_\_\_\_\_  
consumer to move from merely recognizing a brand to preferring a brand?

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 27) \_\_\_\_\_ marketing consists of activities undertaken to create, maintain, or change attitudes 27) \_\_\_\_\_  
toward particular people.  
A) Intermarket  
B) Corporate image  
C) Organization  
D) Social  
E) Person
- 28) The major product line decision involves \_\_\_\_\_. 28) \_\_\_\_\_  
A) line stretching  
B) product line filling  
C) product packaging  
D) moving the line upward or downward  
E) product line length

- 29) \_\_\_\_\_ is an approach in which all the company's people are involved in constantly improving the products, services, and business processes. 29) \_\_\_\_\_
- A) Product quality
  - B) Total quality management
  - C) Brand equity
  - D) Specialty product marketing
  - E) Positioning
- 30) All of the following are methods for developing a differentiated service offer, delivery, or image EXCEPT \_\_\_\_\_. 30) \_\_\_\_\_
- A) offering innovative features
  - B) designing a superior delivery process
  - C) increasing the quantity of service by giving up some quality
  - D) developing symbols and branding
  - E) having more reliable customer-contact people
- 31) Each new iPod product introduction advances the causes of democratizing technology and approachable innovation. iPod, an expert at fostering customer community, has been ranked one of the Breakaway Brands by the brand consultancy Landor Associates. iPod is positioned on \_\_\_\_\_. 31) \_\_\_\_\_
- A) beliefs and values
  - B) attributes
  - C) selection
  - D) variation
  - E) benefits

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 32) Why is it important for a brand promise to be simple and honest? 32) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 33) Products and services fall into two broad classifications based on the types of consumers that use them. Which is one of these broad classes? 33) \_\_\_\_\_
- A) materials and parts
  - B) supplies and services
  - C) industrial products
  - D) specialty products
  - E) convenience products
- 34) \_\_\_\_\_ are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort. 34) \_\_\_\_\_
- A) Unsought products
  - B) Line extensions
  - C) Shopping products
  - D) Industrial products
  - E) Specialty products
- 35) Which of the following capital items is NOT considered accessory equipment? 35) \_\_\_\_\_
- A) lift trucks
  - B) hand tools
  - C) desks
  - D) buildings
  - E) chairs

- 36) Because service quality depends on the quality of buyer-seller interaction during the service encounter, service marketers use \_\_\_\_\_ to train employees in the art of interacting with customers to satisfy their needs. 36) \_\_\_\_\_  
A) service productivity  
B) service differentiation  
C) external marketing  
D) internal marketing  
E) interactive marketing
- 37) Line extensions occur when a company extends existing brand names to new forms, colors, sizes, ingredients, or flavors of a(n) \_\_\_\_\_ product category. 37) \_\_\_\_\_  
A) manufacturer's  
B) existing  
C) licensed  
D) private  
E) distributor
- 38) \_\_\_\_\_ contributes to a product's usefulness as well as to its looks. 38) \_\_\_\_\_  
A) Brand  
B) Design  
C) Functionality  
D) Style  
E) Package

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 39) Compare product mix width, length, consistency, and depth.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 40) Product support services identify the product or brand, describe several things about the product, and promote the product through attractive graphics. 40) \_\_\_\_\_
- 41) Retailers and wholesalers who have created their own brands are participating in co-branding. 41) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 42) \_\_\_\_\_ is one of the marketer's major positioning tools because it has a direct impact on product or service performance; it is therefore closely linked to customer value and satisfaction. 42) \_\_\_\_\_  
A) Product quality  
B) Positioning  
C) Specialty product marketing  
D) Total quality management  
E) Packaging

- 43) At the very least, the \_\_\_\_\_ identifies the product or brand. It might also describe several things about the product and promote the brand. 43) \_\_\_\_\_  
A) specialty product  
B) social marketing  
C) label  
D) line extension  
E) package
- 44) Some analysts see \_\_\_\_\_ as the major enduring asset of a company, outlasting the company's specific products and facilities. 44) \_\_\_\_\_  
A) specialty products  
B) unsought products  
C) staples  
D) brands  
E) convenience products

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 45) What are the desirable qualities in a brand name?

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 46) In a service business, the customer and front-line service employee interact to create the service. 46) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 47) An increasing number of retailers and wholesalers have created their own \_\_\_\_\_, also called store brands. 47) \_\_\_\_\_  
A) private brands  
B) unsought products  
C) specialty products  
D) shopping products  
E) service variability

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 48) Give examples of the second level of product, the actual product. 48) \_\_\_\_\_
- 49) How might measuring service quality be more difficult than measuring product quality? 49) \_\_\_\_\_

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- 50) Chicken of the Sea brand tuna sells more than the same size Kroger brand tuna, even though the Kroger tuna costs \$0.15 less per can. Chicken of the Sea has brand \_\_\_\_\_. 50) \_\_\_\_\_  
A) valuation      B) extension      C) service      D) equity      E) specialty

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- 51) Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style. 51) \_\_\_\_\_



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- 52) \_\_\_\_\_ marketing involves activities undertaken to create, maintain, or change attitudes toward particular cities, states, and regions. 52) \_\_\_\_\_  
A) Organization  
B) Interactive  
C) Social  
D) Idea  
E) Place
- 53) Dalia Saleh is planning to buy a new washing machine. She notices that they come in numerous price ranges. She wants to make sure she gets the most for her money. This product is a(n) \_\_\_\_\_ product. 53) \_\_\_\_\_  
A) convenience  
B) shopping  
C) augmented  
D) unsought  
E) specialty
- 54) To achieve their social change objectives, social marketing programs \_\_\_\_\_. 54) \_\_\_\_\_  
A) utilize only the promotional P of the marketing mix  
B) utilize only the promotional and product Ps of the marketing mix  
C) work to influence individuals' behavior to improve their well-being  
D) utilize all of the Ps in the marketing mix  
E) C and D
- 55) Product planners must design the actual product and find ways to \_\_\_\_\_ it in order to create the bundle of benefits that will provide the most satisfying customer experience. 55) \_\_\_\_\_  
A) promote      B) package      C) brand      D) present      E) augment
- 56) To differentiate themselves, many companies are going beyond products and services, and are developing and delivering customer \_\_\_\_\_. 56) \_\_\_\_\_  
A) product lines  
B) brands  
C) quality  
D) events  
E) experiences

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 57) Products and services fall into two broad classes based on the types of consumers that use them. Name these two broad classes and describe how they are different from each other.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 58) All of the following are a manufacturer's sponsorship options for a product EXCEPT \_\_\_\_\_. 58) \_\_\_\_\_  
A) a manufacturer's brand  
B) a licensed brand  
C) a private brand  
D) multibrands  
E) co-branding

- 59) An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented? 59) \_\_\_\_\_
- A) rebranding
  - B) line extension
  - C) brand extension
  - D) new brands
  - E) multibranding

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The Abbas brand was fast-becoming synonymous with top-notch customer service. Part of the purchase package brought personal visits from the Abbas representative, before the purchase and long after.

- 60) What type of consumer products does Abbas manufacture? 60) \_\_\_\_\_
- A) shopping
  - B) specialty
  - C) convenience
  - D) unsought
  - E) industrial

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 61) Customer retention is perhaps the best measure of quality — a service firm's ability to hang on to its customers depends on how consistently it delivers value to them. 61) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 62) Which of the following types of quality refers to freedom from defects and consistency in delivering a targeted level of performance? 62) \_\_\_\_\_
- A) adherence
  - B) private brand
  - C) total quality management
  - D) product
  - E) conformance

- 63) A sensational \_\_\_\_\_ may grab attention and produce pleasing aesthetics, but it does not necessarily improve a product's performance. 63) \_\_\_\_\_
- A) service-profit chain
  - B) experience
  - C) design
  - D) style
  - E) augmented product

- 64) Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by \_\_\_\_\_ such as quality, features, and style and design. 64) \_\_\_\_\_
- A) marketing tools
  - B) private brands
  - C) product attributes
  - D) consumer products
  - E) product mixes

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 65) Sony offers consumers more than just camcorders; it provides consumers with a complete solution to their picture-taking problems. This offering is called an augmented product. 65) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 66) \_\_\_\_\_ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style. Consumers spend much time and effort in gathering information and making comparisons about these products. 66) \_\_\_\_\_
- A) Shopping products
  - B) Industrial products
  - C) Convenience products
  - D) Line extensions
  - E) Unsought products

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 67) A company has four choices when it comes to developing brands. Describe what they are.

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 68) Give three examples of shopping products. 68) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 69) \_\_\_\_\_ occurs when two established brand names of different companies are used on the same product. 69) \_\_\_\_\_
- A) Brand equity
  - B) Internal marketing
  - C) Cannibalization
  - D) A brand extension
  - E) Co-branding

- 70) Which of the following is NOT one of the four consumer perception dimensions used by ad agency Young & Rubicam to measure brand strength? 70) \_\_\_\_\_
- A) brand knowledge
  - B) brand differentiation
  - C) brand relevance
  - D) brand valuation**
  - E) brand esteem

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 71) Unsought products are products that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort. 71) \_\_\_\_\_

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 72) Give an example of an augmented product. 72) \_\_\_\_\_

- 73) As a service provider, why might you perceive the buyer-seller relationship in the service encounter to be especially critical? 73) \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 74) Dove marketers can go beyond the brand's cleansing cream properties and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning. 74) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 75) \_\_\_\_\_ has been affected by the need to include unit pricing, open dating, and nutritional information. 75) \_\_\_\_\_
- A) Branding
  - B) Product line filling
  - C) Labeling**
  - D) Packaging
  - E) Product mixing

- 76) \_\_\_\_\_ are those products purchased for further processing or for use in conducting a business. 76) \_\_\_\_\_
- A) Unsought products
  - B) Shopping products
  - C) Accessories
  - D) Industrial products**
  - E) Specialty products

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 77) Attributes are the least desirable level for brand positioning because competitors can easily copy attributes and customers are more interested in what attributes will do for them than in the attributes themselves. 77) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 78) A manufacturer has four brand sponsorship options. Describe what they are.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 79) \_\_\_\_\_ are industrial products that aid in the buyer's production or operations, including installations and accessory equipment. 79) \_\_\_\_\_
- A) Materials
  - B) Supplies
  - C) Specialty items
  - D) Capital items**
  - E) Parts
- 80) A company can increase its business in four ways. Which is NOT one of these ways? 80) \_\_\_\_\_
- A) It can add more versions of each product and thus deepen its product mix.
  - B) It can lengthen its existing product lines.
  - C) It can increase the consistency of its product mix.
  - D) It can discontinue some of its lines.**
  - E) It can add new product lines, thus widening its product mix.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 81) Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided. 81) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 82) Music Piano Company can expand its product line in one of two common ways. Which of the following is one of those ways? 82) \_\_\_\_\_
- A) line mixing
  - B) internal marketing
  - C) product mix
  - D) social marketing
  - E) line filling**
- 83) Spinney's Rice products are an example of a(n) \_\_\_\_\_. 83) \_\_\_\_\_
- A) sponsorship brand
  - B) organizational brand
  - C) manufacturer's brand
  - D) support brand
  - E) private brand**
- 84) The total financial value of a brand is estimated through the process of brand \_\_\_\_\_. 84) \_\_\_\_\_
- A) extensions
  - B) differentiation
  - C) equity
  - D) positioning
  - E) valuation**

- 85) Major brand marketers often spend huge amounts on advertising to create brand \_\_\_\_\_ and to build preference and loyalty. 85) \_\_\_\_\_
- A) packaging
  - B) internal marketing
  - C) awareness
  - D) extension
  - E) preference

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- 86) Services are characterized by four key characteristics. Name and describe these four characteristics.

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- 87) The strongest brands go beyond attributes or benefit positioning; they are positioned on \_\_\_\_\_. 87) \_\_\_\_\_
- A) desirable benefit
  - B) service inseparability
  - C) good packaging
  - D) customer image
  - E) strong beliefs and values

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 88) How might a flower shop engage in line stretching? 88) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 89) You have an upset stomach. Your spouse rushes to the corner store for a bottle of medicine. This product is a(n) \_\_\_\_\_ product. 89) \_\_\_\_\_
- A) specialty
  - B) shopping
  - C) convenience
  - D) augmented
  - E) unsought

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 90) A service is anything that can be offered to a market for attention, acquisition, use, or consumption, and that might satisfy a want or need. 90) \_\_\_\_\_
- 91) Quaker produces a variety of cereals. This variety is called its product line. 91) \_\_\_\_\_

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- 92) While advertising campaigns can help to create name recognition, brand knowledge, and maybe even some brand preference, brands are not maintained by advertising but by \_\_\_\_\_. 92) \_\_\_\_\_
- A) word-of-mouth elements
  - B) product mix
  - C) marketing experience
  - D) brand experience
  - E) line extensions

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 93) What do industrial supplies and consumer convenience products have in common? How do they differ? 93) \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 94) Because so many purchase decisions are made in stores, a product's packaging may be a seller's last and best chance to influence consumers. 94) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 95) A(n) \_\_\_\_\_ is a name, term, sign, symbol, design, or a combination of these, that identifies the maker or seller of a product or service. 95) \_\_\_\_\_
- A) internal marketing
  - B) brand**
  - C) co-branding
  - D) external marketing
  - E) service

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 96) Give three examples of specialty products. 96) \_\_\_\_\_
- 97) Why might a company pursue a strategy of less product line consistency? 97) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 98) Which of the following does NOT belong to the materials and parts group of industrial products? 98) \_\_\_\_\_
- A) farm products such as wheat
  - B) lumber
  - C) natural products such as iron ore
  - D) repair and maintenance items**
  - E) petroleum

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 99) Give three examples of convenience products. 99) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 100) Service \_\_\_\_\_ means that services cannot be seen, tasted, felt, heard, or smelled before they are bought. 100) \_\_\_\_\_
- A) inseparability
  - B) perishability
  - C) variability
  - D) heterogeneity
  - E) intangibility**

- 101) The \_\_\_\_\_ of the product mix refers to how closely related the various product lines are in ways such as end use, production requirements and distribution channels. 101) \_\_\_\_\_
- A) depth
  - B) length
  - C) perimeter
  - D) consistency**
  - E) width
- 102) The third level of a product that product planners must consider is a(n) \_\_\_\_\_ around the core benefit and the actual product, that offers additional consumer services and benefits. 102) \_\_\_\_\_
- A) industrial product
  - B) brand equity
  - C) augmented product**
  - D) brand extension
  - E) image
- 103) A manager of a Holiday Inn said, "We have power and value in the market and people are willing to pay for it." This manager is referring to \_\_\_\_\_. 103) \_\_\_\_\_
- A) social marketing
  - B) specialty products
  - C) line filling
  - D) brand equity**
  - E) product length
- 104) Marketing campaigns, including classics such as "Business Friendly Bahrain," "Malaysia Truly Asia" and "Keep Discovering Dubai" are classified as \_\_\_\_\_ marketing. 104) \_\_\_\_\_
- A) service
  - B) product line
  - C) brand equity
  - D) place**
  - E) social
- 105) A \_\_\_\_\_ involves the use of a successful brand name to launch new or modified products in a new category. 105) \_\_\_\_\_
- A) brand extension**
  - B) brand symbol
  - C) private brand
  - D) line extension
  - E) product line
- 106) A key element in a company's relationship with consumers, a \_\_\_\_\_ represents consumers' perceptions and feelings about a product and its performance. 106) \_\_\_\_\_
- A) product attribute
  - B) brand**
  - C) product experience
  - D) product line
  - E) service



- 107) \_\_\_\_\_ are consumer products that the consumer either does not know about or knows about but does not normally think about buying. These products require a lot of advertising, personal selling, and other marketing efforts. 107) \_\_\_\_\_
- A) Specialty products
  - B) Unsought products
  - C) Line extensions
  - D) Staples
  - E) Shopping products

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 108) Style is a larger concept than design. Design describes the appearance of a product. 108) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 109) Which of the following is the lowest level on which marketers can position their brands in target customers' minds? 109) \_\_\_\_\_
- A) strong beliefs and values
  - B) internal marketing
  - C) added service
  - D) product attributes
  - E) interactive marketing
- 110) \_\_\_\_\_ occur(s) when a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes. 110) \_\_\_\_\_
- A) Line extension
  - B) Interactive marketing
  - C) Product mix
  - D) Service intangibility
  - E) Service variability
- 111) \_\_\_\_\_ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. 111) \_\_\_\_\_
- A) Line extensions
  - B) Brands
  - C) Consumer products
  - D) Services
  - E) Supplements

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 112) Cannibalization and customer confusion about product differentiation are two potential results if line filling is overdone. 112) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 113) The impossibility of a barber storing haircuts for later sale is an example of which of the following? 113) \_\_\_\_\_
- A) service perishability
  - B) service intangibility
  - C) service inseparability
  - D) low-context services
  - E) service variability

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

114) One aspect of managing service differentiation is the company's service delivery. 114) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

115) Many companies now use a combination of phone, e-mail, fax, Internet, and other technologies to provide \_\_\_\_\_. 115) \_\_\_\_\_  
A) brand equity  
B) packaging advantages  
C) support services  
D) labeling information  
E) product mixes

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

116) Using the product mix dimensions, which provide the handles for defining a company's product strategy, explain how a company can increase its business in four ways.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

117) Most manufactured materials and parts are sold directly to \_\_\_\_\_. Price and service are the major marketing factors; branding and advertising tend to be less important. 117) \_\_\_\_\_  
A) co-branders  
B) consumers  
C) brand extensions  
D) industrial users  
E) wholesalers

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

118) Name and describe three decisions that companies make regarding their individual products and services.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

119) A \_\_\_\_\_ consists of all the product lines and items that a particular seller offers for sale. 119) \_\_\_\_\_  
A) packaging mix  
B) brand line  
C) product mix  
D) line extension  
E) consumer mix

120) Gina's Nail Salon is serious about pleasing its customers. Employees are trained to immediately and pleasantly respond to any customer complaints, and they are empowered to offer discounts and free add-ons to customers who believe they have received anything less than the best service. Gina's Nail Salon focuses on \_\_\_\_\_. 120) \_\_\_\_\_  
A) internal marketing  
B) good service recovery  
C) image marketing  
D) productivity  
E) differentiating its offer

- 121) Which question is the most important for product designers to consider as they develop a product? 121) \_\_\_\_\_  
A) Which product features can be added to create higher-level models?  
B) How is the product packaged to attract spontaneous purchases?  
C) What are the product's technical specifications?  
D) How will customers use and benefit from the product?  
E) How does the product appear?
- 122) A rocking chair, handmade by a woodcarver from locally grown wood is an example of a(n) 122) \_\_\_\_\_  
\_\_\_\_\_.  
A) shopping product  
B) augmented product  
C) service  
D) convenience product  
E) specialty product
- 123) In most \_\_\_\_\_ situations, one company licenses another company's well-known brand to use in 123) \_\_\_\_\_  
combination with its own.  
A) internal marketing  
B) brand equity  
C) co-branding  
D) brand extension  
E) line extension
- 124) Which of the following is a potential drawback of multibranding? 124) \_\_\_\_\_  
A) An overextended brand name might lose its specific meaning for consumers.  
B) Consumers may become confused about the image of the main brand.  
C) The company can occupy more retail shelf space.  
D) Different product features can appeal to consumers with different buying motives.  
E) The company's resources may be spread over too many brands.

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 125) Describe the role of packaging.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 126) A company's product mix has four important dimensions: width, length, depth, and consistency. 126) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 127) \_\_\_\_\_ involves designing and producing the container or wrapper for a product. 127) \_\_\_\_\_  
A) Branding  
B) Product line  
C) Service  
D) Packaging  
E) Labeling

128) When the Twin Six Cafe provides gourmet menu options to its customers, as well as impeccable service (which even allows customers to hand-select their own cuts of meat), \_\_\_\_\_ is(are) are evident. 128) \_\_\_\_\_

A) a core benefit, an actual product, and an augmented product

B) both a core benefit and an actual product

C) only a core benefit

D) only an actual product

E) only an augmented product

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

129) A company can stretch its product either upward or downward, but not in both directions. 129) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

130) \_\_\_\_\_ consists of activities undertaken to create, maintain, or change the attitudes and behavior of target consumers toward an organization. 130) \_\_\_\_\_

A) Intelligence marketing

B) Internal marketing

C) Service variability

D) Organization marketing

E) Person marketing

131) \_\_\_\_\_ are products and services bought by final consumers for personal consumption. These include convenience products, shopping products, specialty products, and unsought products. 131) \_\_\_\_\_

A) Line extensions

B) Straight extensions

C) Services

D) Industrial products

E) Consumer products

**Refer to the scenario below to answer the following questions.**

Sadiq Abbas built his enterprise on the faithful patronage of four specialty shops and a large contract from Altaf Distribution. But after two years, the maker of novelty pens and pencils had to rethink his strategy when his two-year contract with Altaf ended.

Sadiq built a company reputation on the manufacture and distribution of a variety of wooden writing utensils with customized engravings. Specialty shops loved to display the products in their fancy, lighted showcases, but such specialty shops alone were not profitable. Sadiq Abbas established a brand name, known merely as Abbas, and decided to expand on it.

Sadiq extended his writing utensil lines to include quills, felt-tip pens, and multiple-cartridge pens that write in different colors. He even added a line of various grades of personalized stationery and business cards. Perhaps Sadiq's biggest added touch, however, was the addition of two salespeople who would work to explain the diverse array of products offered by Abbas, as well as nurture existing accounts.

"We make an excellent product," Sadiq Abbas stated, "and we honor a good guarantee on everything we sell. But let's face it — we face hundreds of competitors! We need Abbas representatives out there to help prospects understand what they should demand in something as simple as a writing tool."

The Abbas brand was fast-becoming synonymous with top-notch customer service. Part of the purchase package brought personal visits from the Abbas representative, before the purchase and long after.

- 132) An easier, more comfortable, more stylish transfer of thought onto paper is the \_\_\_\_\_ of Sadiq's offerings. 132) \_\_\_\_\_
- A) augmented product
  - B) tangible good
  - C) core customer value
  - D) pure service
  - E) actual product

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 133) How can service providers use a differentiated offer, delivery, and image to avoid competing solely on price?

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 134) \_\_\_\_\_ marketing is defined as the use of commercial marketing concepts and tools in programs designed to influence individuals' behavior to improve their well being and that of society. 134) \_\_\_\_\_
- A) Unsought product
  - B) Product line
  - C) Interactive
  - D) Internal
  - E) Social
- 135) Which of the following is an advantage offered by co-branding? 135) \_\_\_\_\_
- A) Brand equity is stabilized.
  - B) Retailers have exclusive products that cannot be purchased from competitors.
  - C) Advertising, sales, promotion, and marketing must be carefully coordinated.
  - D) Manufacturers do not have to invest in creating their own brand names.
  - E) A company can expand its existing brand into a category it otherwise might have difficulty entering alone.

- 136) A product is a key element in the \_\_\_\_\_. At one extreme, it may consist of pure tangible goods or at the other extreme, pure services. 136) \_\_\_\_\_
- A) brand equity
  - B) co-branding
  - C) market offering
  - D) value chain
  - E) brand extension
- 137) Which of the following is/are examples of product mix depth? 137) \_\_\_\_\_
- A) hamburger and cheeseburger
  - B) hamburger and fries
  - C) Coke and Diet Coke
  - D) A and C
  - E) all of the above
- 138) Which of the following is NOT one of the links in the service-profit chain, linking service firm profits with employee and customer satisfaction? 138) \_\_\_\_\_
- A) satisfied and productive service employees
  - B) satisfied and loyal customers
  - C) internal service quality
  - D) evidence management
  - E) healthy service profits and growth
- 139) Service \_\_\_\_\_ means that services cannot be separated from their providers, whether the providers are people or machines. 139) \_\_\_\_\_
- A) variability
  - B) heterogeneity
  - C) intangibility
  - D) perishability
  - E) inseparability

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 140) The service-profit chain is the set of all product lines and items that a particular seller offers for sale. 140) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 141) A \_\_\_\_\_ is defined as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. 141) \_\_\_\_\_
- A) product
  - B) service encounter
  - C) private brand
  - D) service variability
  - E) service

- 142) A stripped-down model without any extras is the starting point; a company can create a higher-level model by adding \_\_\_\_\_. 142) \_\_\_\_\_
- A) product quality
  - B) co-branding
  - C) features
  - D) markets
  - E) service variability
- 143) Product mix \_\_\_\_\_ refers to the number of different product lines the company carries. For example, Procter & Gamble markets 250 brands organized into many product lines. 143) \_\_\_\_\_
- A) depth
  - B) width
  - C) perimeter
  - D) height
  - E) length
- 144) A company has four choices when it comes to developing brands. What is NOT one of those choices? 144) \_\_\_\_\_
- A) new brands
  - B) brand extension
  - C) multibrands
  - D) width and depth extension
  - E) line extension
- 145) Public health campaigns to reduce car accidents, smoking, and obesity are all examples of \_\_\_\_\_. 145) \_\_\_\_\_
- A) consumer products
  - B) shopping products
  - C) social marketing
  - D) responsibility marketing
  - E) specialty products

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 146) Customers come to know a brand through a wide range of contacts and touch points, including word of mouth, personal interactions with company people, telephone interactions, and company websites. 146) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 147) Good service companies focus attention on both customers and employees. Describe what the service-profit chain and internal marketing are, and how they differ from each other.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 148) Which strategy involves weeding out weaker brands and focusing marketing dollars only on brands that can achieve the number-one or number-two market share positions in their categories? 148) \_\_\_\_\_
- A) unsought product
  - B) undifferentiated
  - C) service inseparability
  - D) social marketing
  - E) megabrand

- 149) An alternative to product line stretching is \_\_\_\_\_, adding more items within the present range of the line. 149) \_\_\_\_\_
- A) product mix
  - B) interactive marketing
  - C) co-branding
  - D) service marketing
  - E) product line filling



## Answer Key

Testname: UNTITLED4

- 1) E
- 2) B
- 3) D
- 4) TRUE
- 5) A
- 6) A
- 7) TRUE
- 8) B
- 9) Quality and consistency can be identified through a brand; experience with or knowledge of another's experience with a brand helps a buyer to know what features, benefits, and quality can be expected from a product.
- 10) FALSE
- 11) D
- 12) TRUE
- 13) Examples are numerous. A salon owner, providing similar services to a day spa, may focus on "pampering yourself in total relaxation."
- 14) C
- 15) TRUE
- 16) A
- 17) B
- 18) A
- 19) C
- 20) C
- 21) B
- 22) B
- 23) B
- 24) C
- 25) A
- 26) A consumer has likely tried the brand at least once in order to prefer it over others; or, perhaps the consumer prefers a brand merely because he or she has been exposed to a catchy ad or promotional gimmick.
- 27) E
- 28) E
- 29) B
- 30) C
- 31) A
- 32) Consumers who purchase the product and believe it does not live up to the promise will develop a negative image of the brand; they will be less likely to become loyal customers.
- 33) C
- 34) E
- 35) D
- 36) E
- 37) B
- 38) B
- 39) Product mix width refers to the number of different product lines the company carries; product length refers to the total number of products carried in a company's product lines. Consistency refers to how closely related the various product lines are in end use. Product depth refers to the number of versions of each product offered in the line.
- 40) FALSE
- 41) FALSE
- 42) A
- 43) C
- 44) D

## Answer Key

Testname: UNTITLED4

- 45) Desirable qualities for a brand name include the following: (1) it should suggest something about the product's benefits and qualities; (2) it should be easy to pronounce, recognize, and remember; (3) it should be distinctive; (4) it should be extendable; (5) it should translate easily into foreign languages; (6) it should be capable of registration and legal protection.
- 46) TRUE
- 47) A
- 48) A salon owner may market hair- and nail-care products and services, full- and partial-body massages, workout equipment and training, and social activities, and so forth.
- 49) Products are tangible; therefore, measuring quality across several dimensions — such as durability, functionality, and so on — may be easier or performed more consistently than when measuring service quality.
- 50) D
- 51) TRUE
- 52) E
- 53) B
- 54) E
- 55) E
- 56) E
- 57) The two broad classes are consumer products and industrial products. Consumer products and services—those bought by final consumers—are usually classified according to consumer shopping habits. They include convenience products, shopping products, specialty products, and unsought products. Industrial products are distinguished from consumer products by the purpose for which they were purchased: they are those that are purchased for further processing or for use in conducting a business. They include the three broad categories of materials and parts, capital items, and supplies and services.
- 58) D
- 59) C
- 60) B
- 61) TRUE
- 62) E
- 63) D
- 64) C
- 65) TRUE
- 66) A
- 67) The company can introduce line extensions, brand extensions, multibrands, or entirely new brands. A line extension involves extending a current brand name to new forms, colors, sizes, flavors, etc. in one of the company's existing product categories. In contrast, a brand extension extends a current brand name to a new or modified product in a new product category. Multibranding involves introducing several brands within the same category. Finally a company may decide that a new brand name is needed, particularly if the power of an existing brand name is declining or the company is entering a new product category.
- 68) Examples may include furniture, clothing, cars, major appliances, and hotel and airline services.
- 69) E
- 70) D
- 71) FALSE
- 72) Examples will vary. An augmented product may include the customer of a salon having the option of having most of the services performed in the privacy and solitude of his or her home.
- 73) Customers' perceptions are established during the service encounter. At this time, based on these perceptions, customers can become loyal, long-term buyers. It is critical that service sellers establish sound relationships from the beginning.
- 74) FALSE
- 75) C
- 76) D

## Answer Key

Testname: UNTITLED4

- 77) TRUE
- 78) A manufacturer can launch its own brand (manufacturer's brand or national brand). It can sell to resellers who give the product a private brand (or store brand). It can market licensed brands, using names or symbols created by other manufacturers, names of celebrities, or characters from popular movies or television. Finally, a manufacturer can join forces with another company to co-brand a product.
- 79) D
- 80) D
- 81) FALSE
- 82) E
- 83) E
- 84) E
- 85) C
- 86) The four service characteristics are intangibility, inseparability, variability, and perishability. Services are intangible: they cannot be seen, tasted, felt, heard, or smelled before they are bought. Services are inseparable: they are produced and consumed at the same time and cannot be separated from their providers, whether the providers are people or machines. Services are variable: their quality may vary greatly, depending on who provides them and when, where, and how they are provided. Services are perishable: they cannot be stored for later sale or use.
- 87) E
- 88) A flower shop may offer single-stem, fresh-cut flowers, sold individually; small arrangements; bouquets; or large ceremonial sprays. With line stretching, the flower shop will offer a wide array of products geared toward all types of flower buyers.
- 89) C
- 90) FALSE
- 91) TRUE
- 92) D
- 93) Industrial supplies are purchased for further use in conducting a business, while convenience products are purchased by final consumers for personal consumption; both types of products are usually purchased with a minimum of effort or comparison.
- 94) TRUE
- 95) B
- 96) Examples are many, but might include specific brands of cars, high-priced photographic equipment, designer clothes, and the services of medical or legal specialists.
- 97) A company might want to increase its business by building a reputation in several product fields.
- 98) D
- 99) Examples may include soft drinks, milk, and candy.
- 100) E
- 101) D
- 102) C
- 103) D
- 104) D
- 105) A
- 106) B
- 107) B
- 108) FALSE
- 109) D
- 110) A
- 111) D
- 112) TRUE
- 113) A
- 114) TRUE

## Answer Key

Testname: UNTITLED4

115) C

116) 1. It can add new product lines, widening its product mix. In this way, new lines are built on the company's reputation from its other lines.

2. The company can lengthen its existing product lines to become a more full-line company.

3. It can add more versions of each product and thus deepen its product mix.

4. The company can pursue either more or less product line consistency, depending on whether it wants to have a strong reputation in a single field or in several fields.

117) D

118) Decisions to be made in the development and marketing of individual products and services include 1) product attributes, 2) branding, 3) packaging, 4) labeling, and 5) product support services. Product attribute decisions involve product quality, features, and style and design. Branding decisions include selecting a brand name and developing a brand strategy. Packaging involves designing and producing a product's container; packaging provides many key benefits, such as protection, economy, convenience, and promotion. Labeling identifies the product and may describe and promote the product and brand. Companies must also make a decision about product support services, which are usually a minor or major part of a market offering.

119) C

120) B

121) D

122) E

123) C

124) E

125) Packaging involves designing and producing the container or wrapper for a product. Packaging contains and protects the product, but it is also used to attract customer attention, to describe the product, and to make the sale. Innovative packaging may give a company an edge over competitors.

126) TRUE

127) D

128) A

129) FALSE

130) D

131) E

132) C

133) A service offer can include innovative features that differentiate the company's offers from competitors. Service delivery can be differentiated by hiring and training more reliable customer-contact people, developing a superior physical environment in which the service is delivered, and designing a superior delivery process. Services can also be differentiated through symbols and branding, creating an image that sets a company's services apart from competitors'.

134) E

135) E

136) C

137) D

138) D

139) E

140) FALSE

141) A

142) C

143) B

144) D

145) C

146) TRUE

## Answer Key

Testname: UNTITLED4

- 147) The service-profit chain links service firm profits with employee and customer satisfaction. The links in the service-profit chain are as follows: internal service quality leads to satisfied and productive employees, who create greater service value, which leads to satisfied and loyal customers, who create healthy service profits and growth. Internal marketing by a service firm refers to training and effectively motivating its customer-contact employees and all the supporting service people to work as a team to provide customer satisfaction. The service-profit chain deals with employees and customers. Internal marketing deals with training employees.
- 148) E
- 149) E