

# Marketing: retailing and heterogeneous shopping product



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1. ) Dusty Moore has never owned a JVC TV, but his parents owned one and were not at all satisfied. As a result, Dusty won't even consider buying an JVC. As far as Dusty is concerned, JVC has achieved brand \_\_\_\_\_rejection\_\_\_\_\_. 2. ) Connie Seagroves is shopping for a new pair of jeans. She has had good experiences with Chic jeans in the past and is looking for Chic now. She intends to buy Chic jeans if they have something in her size. If not, she plans to keep wearing the Chic jeans she has as long as possible, planning to continue her search for a good fitting pair of Chic jeans at a later date.

This is a good example of: brand insistence. 3. ) Marissa, a college student and her father, a wealthy businessman, were each considering the purchase of a new automobile. As a college student with a full-time job, Marissa has considerably more financial resources than most college students. She feels that this car needs to provide a statement of just who she is and wear her drive and ambition are taking her! She is looking for a high quality car with the look of success!

She finds very few that provide the kind of self-actualization she's looking for - and each of those has a sticker price in excess of \$50, 000. Marissa's father however, although extremely wealthy and can easily afford cars in this price range, treats cars as basically the same. He doesn't care what it is as long as it gets him there. Although he visits car dealerships occasionally just to see what's available, he doesn't spend much time at it. He tells Marissa to buy two of whatever she gets (he'll call his bank to take care of the money for his).

He buys a car this way whenever he wears one out. He usually drives his cars into the ground - i. e. until they totally wear out then asks whomever he knows who's going car buying to pick up one for him (of whatever they are getting - price is no object). For Marissa, this automobile is a \_\_\_\_\_heterogeneous shopping good\_\_\_\_\_ product; for her father, the car is a \_\_\_\_\_a homogeneous good\_\_\_\_\_ product. 4. ) The ABC company is marketing a rental product that allows the option of self-cremation.

Although sounding somewhat bizarre to the common person, the product is targeted to the millions of elderly bedridden patients without family or friends. The buyer simply exchanges their hospital bed for the Self-Crematory Box. The box monitors the occupants heart-beat / brain-wave activity. When both have ceased for 1 hour the box self-seals, brings the temperature inside the box to 6000 degrees and reduces the body inside to a fine white ash which is then deposited in an urn mounted on the side of the box.

The box is so well-insulated you can put your hand on top of the box while the cremation process is underway without feeling any heat coming through! The box then sends a radio signal to the company which picks up the box, conducts a thorough cleaning/refueling in preparation for rental to another customer. There is no competition since no other company has anything like it. The prototype worked so well that the company is planning to make a small number to market test it in Florida (due to the large number of potential customers there).

Promotional strategies are being developed and are in the very beginning stage of implementation (first promotions appeared in local newspapers yesterday). What product class is the Self-crematory box in to the target market? new unsought good 5. ) Your firm has devised a method of transportation that will eliminate the needs for all forms of mechanical transporation. The product is a form of mental training that, when complete, allows a person to tap into previously unknown parts of his/her brain to use a teleportation talent we all have but don't know to use.

Although everone's abilitites are different (just as we run/walk with different abilities) just about every person has this ability in some way or another and when trained can ' think' themselves from place-to-place; no cars, trains, boats, plane required – just fix the coordinates in your minds-eye and PUSH yourself there instantaneously. This training is a: service 6. ) Your firm determines that they have a need to store excess inventory from their midwest operations due to highly variant changes in customer demand.

They determine that due to their need to produce in such large quantities the warehouses will always be at least half full. Should they use public or private warehouses? private 7. ) At what stage of the product life cycle is the firm broadening the base of their channel of distribution by shifting their focus from a pull to a push strategy? GROWTH 8. ) The stage of the product life cycle in which early majority first make purchases is: GROWTH 9. ) Hershey's chocolate bars have been marketed in the United States for more than 100 years, and are still a tremendous success, with a loyal following of consumers.

The company began advertising several years ago to hold its market share, and it has introduced several distinctive new products. What stage of their product life cycle are Hershey's chocolate bars in? maturity 10. ) What level of brand loyalty do makers of SPECIALTY PRODUCTS aspire to? brand insistence 11. ) A company has been making the same product for over 100 years. It is an essential element of almost every person's grooming requirements. Many other manufacturers make the same type of product. The company distributes it in every department store and grocery store in the nation.

Competition is intense. Contribution margins are very thin. The company focuses its primary promotional efforts on advertising and its secondary effort on consumer sales promotions. What level of market exposure does this product have? intensive 12. ) Which degree of market exposure would probably be most suitable for a heterogeneous shopping product which has achieved brand preference and sells for about \$300? Selective distribution 13. ) Michelle is the marketing manager for a popular brand of oatmeal cookies.

Various plans to increase market share by appealing to competitor's customers via advertising have failed. Michelle is planning another strategy not dependent on advertising. A recent survey shows sales are good among brand loyal customers who include the product as a regular part of their shopping list. Michelle plans to provide incentives to salespeople who call on retailers to get them to convince the stores to place additional bags of the cookies on shelf space by near/by the cash registers in the hope that non-brand loyal customers will put them in their shopping cart without hinking <https://assignbuster.com/marketing-retailing-and-heterogeneous-shopping-product/>

while waiting to check out. Michelle is positioning the cookies by the checkout stand as: an impulse product 14. ) James River Paper (JRP) recently introduced Absorb, a new double-thick paper towel aimed at families with children. Primarily and industrial products manufacturer, JRP had produced paper towels for a few large grocery chains to sell as their own dealer brand. But Absorb was its first attempt at marketing a consumer product under its own brand. So far, results are not encouraging. Only a few wholesalers have taken on the line.

Most are very reluctant to handle Absorb, claiming that retail shelves are already overcrowded with paper towels. What product class is this in? staple convenience product 15. ) The first mechanical dishwasher was a \_\_\_discontinuous\_\_\_\_\_ innovation. 16. ) Your firm has devised a method of transportation that will eliminate the needs for all forms of mechanical transportation. The product is a form of mental training that, when complete, allows a person to tap into previously unknown parts of his/her brain to use a teleportation talent we all have but don't know to use.

Although everyone's abilities are different (just as we run/walk with different abilities) just about every person has this ability in some way or another and when trained can 'think' themselves from place-to-place; no cars, trains, boats, plane required - just fix the coordinates in your mind's-eye and PUSH yourself there instantaneously. This training is a: discontinuous innovation 17. )

If a large furniture retailer were to purchase Drexel (a manufacturer of sofas and chairs), this would be an example of: backward integration 18. Your company must produce 1, 000, 000 units of your product in order to achieve sufficient economies of scale to keep costs as low as possible. Customers  
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only buy these products one at-a-time. This is the concept of: discrepancy of quantity 19. ) Retailers have to buy from many different sources to satisfy the diverse needs of their customers. This is the concept of: discrepancy of assortment 20. ) ABC company contracted with the XYZ company to develop edible packaging material that would be used in place of the Styrofoam peanuts currently used to insure fragile contents did not shift in transit enough to break or become dysfunctional.

The material is a nutritional supplement for any member of the rodent family (hamsters, Guinea Pig, rabbits, etc). From the supplied choices below, choose the three answers that best answer the three questions that follow.

1: What is the primary packaging strategy? 2: What is the secondary packaging strategy? 3: What is the tertiary packaging strategy? a. The primary packaging strategy is to protect the product. b. The secondary packaging strategy is to become a product itself. c. There is no tertiary packaging strategy. 21. ) Dell Computer packages its scanner in a plastic box.

The box is designed to be reusable as a storage container to hold the myriad of loose items that seem to accumulate in any household. It's durable enough to last for years. Initial tests find people using the boxes to store personal belongings that need extra protection in storage sheds, the attic, etc. Engraved on all sides of the box are the Dell logo, information about Dell's other product lines; information about the safe use of the scanner as well customer service contact information. What type(s) of packaging strategy(ies) is Dell Computer conducting? Choose all that apply. . PROTECT

e. PROMOTE f. PRODUCT 22. ) In an old episode of the Andy Griffith television <https://assignbuster.com/marketing-retailing-and-heterogeneous-shopping-product/>

series, two local farmers were shown marketing their home-grown fruits and vegetables to consumers along the roadside. The farmers weren't selling their vegetables from a retail store; they sold their produce from the back of their truck. The farmers grew the fruits and vegetables and then sold them to the local people as they drove by on the road. The farmers selling their products without wholesalers or retailers were an example of a: a direct channel of distribution. 3. ) IBM has long been perceived as the leader in computer technology. As such, for many years IBM computers were available only from selected, authorized IBM retailers. Currently, IBM has changed their distribution strategy. Consumers can now purchase IBM computers at several well-known department and discount stores, including Wal-Mart and K-Mart, located throughout the country. Initially, IBM employed \_\_\_\_\_exclusive\_\_\_\_\_ distribution and made their products available only through a single retail outlet in a given competitive market.

Currently, as computers have become more of a shopping good, IBM is using selective distribution, as they seek to broaden the degree of their distribution and make their computers available in several retail outlets in a given competitive market. 24. ) The railroad service which picks up truck trailers at a producer's location, loads them onto rail flatcars, hauls them close to the customer, and then delivers them to the buyer's door is: piggyback service. 25. A cheese processor having regular need for regional storage of a large quantity of cheese probably should use \_\_\_\_\_private\_\_\_\_\_ warehouses. 26. ) Your brand, originally marketed as a specialty product and which sold very well to innovators, is now being marketed as a heterogeneous shopping good. What should your brand



familiarity objective be? preference 27. ) Laurie Owens visits the local Healthy Glow spa, but dislikes the dirty dressing area and refuses to go back. This is an example of: brand rejection 28. Dell Computer packages its scanner in a plastic box with an airtight self-sealing lid designed to be reusable as a climate proof airtight attic storage box. What type of packaging strategy is Dell Computer conducting with this recent modification to the box? PRODUCT 29. ) Dell Computer packages its scanner in a plastic box. The box is designed to be reusable as a storage container to hold the myriad of loose items that seem to accumulate in any household. It's durable enough to last for years. Initial tests find people using the boxes to store personal belongs that need extra protection in storage sheds, the attic, etc.

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h. PROMOTE i. PRODUCT 30. ) Your firm is marketing a product to brand preferent customers. What distribution strategy should they use? selective

31. ) John Deere manufactures and distributes industrial and farm equipment. These types equipment are considered to be specialty products.

Which type of market coverage is the company most likely to choose?

Exclusive distribution 32. ) A company has been making the same product for over 100 years. It is an essential element of almost every person's

grooming requirements. Many other manufacturers make the same type of product. The company distributes it in every department store and grocery

store in the nation. Competition is intense. Contribution margins are very  
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thin. The company focuses its primary promotional efforts on advertising and its secondary effort on consumer sales promotions.

What level of market exposure does this product have? intensive 33. ) Which degree of market exposure would probably be most suitable for a heterogeneous shopping product which has achieved brand preference and sells for about \$300? intensive 34. ) If a large furniture retailer were to purchase Drexel (a manufacturer of sofas and chairs), this would be an example of: backward integration 35. ) Kari Athens was interested in buying a coffee pot to use at college and a cassette player for her sister's birthday present.

At the local discount store, she compared prices on coffee pots and chose the cheapest. She read the product information on each cassette player and finally chose one with stereo headphones and a rechargeable battery. For Kari, the coffee pot was: a homogeneous shopping product, but the cassette player was a heterogeneous shopping product. 36. ) While shopping in a local supermarket, Mime Abbott came upon an aisle display of cookies and had to have some immediately. By the time she got to the checkout counter with the rest of her selections, all the cookies were gone.

In this case, the cookies were: an impulse product 37. ) Your firm determines that they have a need to store excess inventory from their midwest operations due to highly variant changes in customer demand. They determine that due to their need to produce in such large quantities the warehouses will always be at least half full. Should they use public or private warehouses? private 38. ) A merchant wholesaler is considering four physical

distribution systems. Which is best for shipping his products? Cannot be determined without the target customer's needs. 9. ) The ABC company sells beach wear to teenagers. It plans to solicit sales from teens at the beach by taking van loads of beach wear to all the beaches in the United States each day of summer (June 22 - September 21st). The company has the beachware made in Thailand and shipped directly to its vendors in the 40 major beach locations its targeted. The company believes it knows its market well enough such that the goods will be produced and shipped such that each vendor will receive only enough to fill the van each week.

If their estimates are right, each van vendor will receive just enough goods to fill their van on Monday and have sufficient demand to sell all of it by the following Sunday. Then they will refill their van on Monday with the next order just arriving that day. If they are not as accurate as they hope to be, the vendors will not have sold all their inventory from the previous week and the new shipment will not fit into the van (along with the remainder of the previous weeks shipment). The vendors are then authorized to place whatever excess won't fit in the van into storage.

Should the vendors plan to put their excess into rental storage or should they buy some storage space. rent storage space 40. ) When Henry Ford first offered his traditionally black Fords in other colors, to the consuming public, this was a: continuous innovation 41. ) Your firm has devised a method of transportation that will eliminate the needs for all forms of mechanical transportation. The product is a form of mental training that, when complete, allows a person to tap into previously unknown parts of his/her brain to use a teleportation talent we all have but don't know to use.

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Marissa, a college student and her father, a wealthy businessman, were each considering the purchase of a new automobile. As a college student with a full-time job, Marissa has considerably more financial resources than most college students.

She feels that this car needs to provide a statement of just who she is and wear her drive and ambition are taking her! She is looking for a high quality car with the look of success! She finds very few that provide the kind of self-actualization she's looking for - and each of those has a sticker price in excess of \$50, 000. Marissa's father however, although extremely wealthy and can easily afford cars in this price range, treats cars as basically the same. He doesn't care what it is as long as it gets him there. Although he visits car dealerships occasionally just to see what's available, he doesn't spend much time at it.

He tells Marissa to buy two of whatever she gets (he'll call his bank to take care of the money for his). He buys a car this way whenever he wears one out. He usually drives his cars into the ground - i. e. until they totally wear out then asks whomever he knows who's going car buying to pick up one for him (of whatever they are getting - price is no object). For Marissa, this automobile is a \_\_\_heterogeneous shopping good\_\_\_\_\_ product; for her father, the car is a \_\_\_a homogeneous good\_\_\_\_\_ product. 43. ) A new <https://assignbuster.com/marketing-retailing-and-heterogeneous-shopping-product/>

computer company with a radically new approach to computing, has a laptop priced at \$99.00). This basic laptop is targeted as the late adopter. It is as simple to operate as a calculator. It has a very small hard drive, small – but full functional keyboard, basic soundcard, and no ability to expand. It has Microsoft WORD, EXCEL, PowerPoint, and Outlook built in. Thus, it's meant for basic schoolwork and email (with a built in wireless modem which requires signing up for a monthly access fee of 99 cents). The company plans to distribute its products only through three large discounters (Wal-Mart, K-Mart, and Target) in very large cities (populations of at least 1,000,000 people).

It was designed to compete against the hand-helds, but it's larger and more user friendly (with a bigger screen for ease of viewing by the target market (estimated average age of 65) and much cheaper. What product class is this product in? homogeneous shopping product 44. ) In the early 1900's, Grandpa purchased his first automobile. After years of driving horse and buggies, Grandpa got in his new car and drove it into his new garage. Unfortunately, instead of using the brake to stop the new automobile, Grandpa shouted: " Whoa!! " and crashed into the wall.

Grandpa's new automobile was an example of: a discontinuous innovation 45. ) Your firm is offering a slotting allowance to retailers to give them an incentive to carry your product – which is targeted at the early adopter as part of a number one priority PUSH STRATEGY. What stage of the PLC is this most likely to occur in? growth 46. ) Hershey's chocolate bars have been marketed in the United States for more than 100 years, and are still a tremendous success, with a loyal following of consumers. The company <https://assignbuster.com/marketing-retailing-and-heterogeneous-shopping-product/>

began advertising several years ago to hold its market share, and it has introduced several distinctive new products.

What stage of their product life cycle are Hershey's chocolate bars in?

maturity 47. ) Wisemen Inc. has just become profitable with its 8 megapixel digital camera which produces the sharpest pictures in the industry by at least two orders of magnitude. Prints are now beginning to be almost indistinguishable from 'traditional' film cameras, which is quite a change from previous models. Its promotional expenditures are aimed at informing its target market of enhancements while trying to persuade potential customers of the digital camera's significant advantages over competitor's products.

However, even more money is being spent to develop the firm's distribution system (since other competitors are also still trying to expand theirs) for the digital camera. Competitors at this technology level are beginning to increase. What stage of the product life cycle is the digital camera in?

Growth stage 48. ) A firm finds that its customers are unwilling to try their product again after being disappointed with it on their first use. They avoid any reference to their brand even to the extent of claiming to have never heard of it just so people won't know they ever used it.

The firm's target market is exhibiting \_\_brand rejection\_\_\_\_\_. 49. ) A publisher of photography books finds that it is cost-effective to print 10, 000 or more at a time. But a bookstore orders only a few copies of each book since its customers want to select from a wide variety. This example shows: why both discrepancies of quantity and assortment occur. 50. ) Which of the

following best illustrates “ discrepancies of quantity”? Firestone made millions of tires last year—but most customers bought only one set. 51. Which of the following best illustrates “ discrepancies of quantity”? Firestone made millions of tires last year—but most customers bought only one set. 52. ) A publisher of photography books finds that it is cost-effective to print 10, 000 or more at a time. But a bookstore orders only a few copies of each book since its customers want to select from a wide variety. This example shows: why both discrepancies of quantity and assortment occur. 53. ) XYZ Corporation manufactures and distributes tax software on site in its Houston, Texas location.

It’s marketing manager needs to ship large quantities of these very high-value tax software to its more than 1000 clients world-wide at the most economical cost where time is very short (3 days - it’s April 12th and all tax returns are due April 15th)to meet consumer demand. The best transportation plan should include which of the following to get the company’s goods to market? electronic 54. ) The railroad service which picks up truck trailers at a producer’s location, loads them onto rail flatcars, hauls them close to the customer, and then delivers them to the buyer’s door is: piggyback service. 5. ) LusterWare, Inc. has seen most of its competitors drop out of its product-market due to declining industry sales and profits. But LusterWare still has much demand for its product from a small group of loyal customers. This product-market is in which product life cycle stage? Sales decline 56. ) At what stage of the product life cycle is the firm broadening the base of their channel of distribution by shifting their focus from a pull to a push strategy? GROWTH 57. ) The stage of the product life cycle in which

late majority first make purchases is: maturity 58. When the remote control for the color TV was first introduced to the consuming public, it was a: dynamically continuous innovation 59. ) Determining the level of diffusion of innovation a product is contributing to the marketplace: helps determine the type of marketing mix to create for the product. 60. ) Which degree of market exposure would probably be most suitable for a heterogeneous shopping product which has achieved brand preference and sells for about \$300? Selective distribution 61. ) Ciao Footwear designs and manufactures a high-quality line of fashionable shoes that are popular among young professional women.

The line is quite expensive—and is sold only through specialty shops which handle only this type of fashion shoe (including competing brands). Ciao will only work with retailers who agree to stock a large variety of sizes and colors of Ciao shoes. For stores that agree to promote the Ciao line very aggressively, Ciao agrees to cut their price to the store an additional 10%, provide significant national advertising and to distribute to no more than two or three other retailers in the specialty store's immediate trading area.

Since continuing promotion seems to be necessary in this highly competitive market, advertisements for Ciao shoes appear regularly in fashion magazines targeted at professional women and on select cable TV broadcasts, including broadcasts of women's tennis tournaments. What is the "ideal" market exposure for this product? selective distribution 62. )

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expensive—and is sold only through specialty shops which handle only this type of fashion shoe (including competing brands).

Ciao will only work with retailers who agree to stock a large variety of sizes and colors of Ciao shoes. For stores that agree to promote the Ciao line very aggressively, Ciao agrees to cut their price to the store an additional 10%, provide significant national advertising and to distribute to no more than two or three other retailers in the specialty store's immediate trading area. Since continuing promotion seems to be necessary in this highly competitive market, advertisements for Ciao shoes appear regularly in fashion magazines targeted at professional women and on select cable TV roadcasts, including broadcasts of women's tennis tournaments. What product class is this in? heterogeneous shopping product 63. ) Michelle is the marketing manager for a popular brand of oatmeal cookies. Various plans to increase market share by appealing to competitor's customers via advertising have failed. Michelle is planning another strategy not dependent on advertising. A recent survey shows sales are good among brand loyal customers who include the product as a regular part of their shopping list.

Michelle plans to provide incentives to salespeople who call on retailers to get them to convince the stores to place additional bags of the cookies on shelf space by near/by the cash registers in the hope that non-brand loyal customers will put them in their shopping cart without thinking while waiting to check out. Michelle is positioning the cookies by the checkout stand as: an impulse product. 64. ) You've just introduced a new brand of a

heterogeneous shopping good. What should your brand familiaryt objective be? recognition. 65. ) Connie Seagroves is shopping for a new pair of jeans.  
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She enjoys the way Chic jeans makes her look and feel. She's always bought Chic jeans in the past so she intends to buy Chic jeans this time as well.

Unfortunately, in all the stores she shopped, although they had Chic in stock, none were in her size. Finally, in the last store she shopped, she saw a pair of Jordache jeans that were very similar to the cut and style of Chic. She tried them on and they fit - beautifully. Still, she really wanted Chic. Figuring they would be good substitutes until the stores received Chic in her size, Connie bought one pair of the Jordache jeans.

What level of brand loyalty does Connie have for Chic jeans? brand preference 66. ) If a large furniture retailer were to purchase Drexel (a manufacturer of sofas and chairs), this would be an example of: backward integration 67. ) A new computer company with a radically new approach to computing, has a laptop priced at \$99. 00). This basic laptop is targeted as the late adopter. It is as simple to operate as a calculator. It has a very small hard drive, small - but full functional keyboard, basic soundcard, and no ability to expand. It has Microsoft WORD, EXCEL, PowerPoint, and Outlook built in.

Thus, it's mean to basic schoolwork and email (with a built in wireless modem which requires signing up for a monthly access fee of 99 cents). The company plans to distribute its products only through three large discounters (Wal-Mart, K-Mart, and Target) in very large cities (populations of at least 1, 000, 000 people). It was designed to compete against the hand-helds, but it's larger and more user friendly (with a bigger screen for ease of viewing by the target market (estimated average age of 65) and much cheaper. What product class is this product in? homogeneous shopping product 68. The ABC <https://assignbuster.com/marketing-retailing-and-heterogeneous-shopping-product/>

company is marketing a rental product that allows the option of self-cremation. Although sounding somewhat bizarre to the common person, the product is targeted to the millions of elderly bedridden patients without family or friends. The buyer simply exchanges their hospital bed for the Self-Crematory Box. The box monitors the occupants heart-beat / brain-wave activity. When both have ceased for 1 hour the box self-seals, brings the temperature inside the box to 6000 degrees and reduces the body inside to a fine white ash which is then deposited in an urn mounted on the side of the box.

The box is so well-insulated you can put your hand on top of the box while the cremation process is underway without feeling any heat coming through! The box then sends a radio signal to the company which picks up the box, conducts a thorough cleaning/refueling in preparation for rental to another customer. There is no competition since no other company has anything like it. The prototype worked so well that the company is planning to make a small number to market test it in Florida (due to the large number of potential customers there).

Promotional strategies are being developed and are in the very beginning stage of implementation (first promotions appeared in local newspapers yesterday). What product class is the Self-crematory box in to the target market? new unsought good 69. ) Marissa, a college student and her father, a wealthy businessman, were each considering the purchase of a new automobile. As a college student with a full-time job, Marissa has considerably more financial resources than most college students. She feels

that this car needs to provide a statement of just who she is and wear her drive and ambition are taking her!

She is looking for a high quality car with the look of success! She finds very few that provide the kind of self-actualization she's looking for - and each of those has a sticker price in excess of \$50, 000. Marissa's father however, although extremely wealthy and can easily afford cars in this price range, treats cars as basically the same. He doesn't care what it is as long as it gets him there. Although he visits car dealerships occasionally just to see what's available, he doesn't spend much time at it. He tells Marissa to buy two of whatever she gets (he'll call his bank to take care of the money for his).

He buys a car this way whenever he wears one out. He usually drives his cars into the ground - i. e. until they totally wear out then asks whomever he knows who's going car buying to pick up one for him (of whatever they are getting - price is no object). For Marissa, this automobile is a \_\_\_\_\_ product; for her father, the car is a \_\_\_\_\_ product. heterogeneous shopping good; a homogeneous good 70. ) A firm finds itself in a situation where it is able to accurately predict consumer demand. It predicts that it will need to store material for one month two times a year due to the seasonal nature of the product.

What type of warehouse should the firm use to store this inventory? public 71. ) Dell Computer packages its scanner in a plastic box. The box is designed to be reusable as a storage container to hold the myriad of loose items that seem to accumulate in any household. It's durable enough to last for years. Initial tests find people using the boxes to store personal belongs

that need extra protection in storage sheds, the attic, etc. Engraved on all sides of the box are the Dell logo, information about Dell's other product lines; information about the safe use of the scanner as well customer service contact information.

What type of packaging strategy is Dell Computer conducting? PROTECT

72. ) A company has developed a long pen in various colors and with interesting sayings on the side. Directions provided with the pen show how to convert the pen to a reusable straw that is dishwasher safe when the ink runs out. Since this company is the first to market such a product, customers don't yet know about it. What packaging strategy is in use here? PRODUCT

73. ) Your firm manufactures products in San Francisco. You're targeting customers in Hong Kong. They need your product to be delivered on January 1st, 2116.

What's the best method of transportation to use? water 74. ) The Colorado Coal Company needs to move its coal to intermediaries on the Atlantic coast who in turn will sell it to end users. The best means of transportation for the company to employ under normal conditions is: railroads. 75. ) A firm finds that its customers are unwilling to try their product again after being disappointed with it on their first use. They avoid any reference to their brand even to the extent of claiming to have never heard of it just so people won't know they ever used it.

The firm's target market is exhibiting \_\_\_\_\_. brand rejection 76. )

Larry White won't buy any coffee except "Blue Mountain"—a relatively expensive type that few stores sell. He used to have to drive about 10 miles

out of his way to buy it at a small shop—but now he has persuaded his local supermarket manager to handle this coffee. For him, this coffee is a specialty product 77. ) During a heavy rainstorm, Avery Battle slipped into a drugstore and bought an umbrella—just like the one he had at home—for \$15. 00 plus tax. In this case, the umbrella is: an emergency product 78. Lake Wobegon Mills, a manufacturer of textile products, bought out the wholesaler that had been handling its distribution in Canada. This is an example of: vertical integration 79. ) What level of brand loyalty do makers of SPECIALTY PRODUCTS aspire to? brand insistence 80. ) Your firm determines that they have a need to store excess inventory from their midwest operations due to highly variant and unpredictable changes in customer demand. Should they use public or private warehouses? Public 81. ) The stage of the product life cycle in which late majority first make purchases is: maturity 2. ) The stage of the product life cycle in which early adopters first make purchases is: introduction 83. ) Your product has been suffering from steadily eroding sales and profits. You have tried a number of options to revitalize the product's sales and profits, but after seven changes in your strategy, you have yet to find success. Which of the following actions would be the least appropriate next step: try to stimulate primary demand. 84. ) Retailers have to buy from many different sources to satisfy the diverse needs of thier customers.

This is the concept of: discrepancy of assortment 85. ) Your company must produce 1, 000, 000 units of your product in order to acheive sufficnet economies of scale to keep costs as low as possible. Customers only buy these pproductts one at-a-time. This is the concept of: discrepancy of

quantity 86. ) Dell Computer packages its scanner in a plastic box with an airtight self-sealing lid designed to be reusable as a climate proof airtight attic storage box. What type of packaging strategy is Dell Computer conducting with this recent modification to the box? PRODUCT 87.

ABC company contracted with the XYZ company to develop edible packaging material that would be used in place of the Styrofoam peanuts currently used to insure fragile contents did not shift in transit enough to break or become dysfunctional. The material is a nutritional supplement for any member of the rodent family (hamsters, Guinea Pig, rabbits, etc). From the supplied choices below, choose the three answers that best answer the three questions that follow. 1: What is the primary packaging strategy? 2: What is the secondary packaging strategy? 3: What is the tertiary packaging strategy?

The primary packaging strategy is to protect the product. The secondary packaging strategy is to become a product itself. There is no tertiary packaging strategy 88. The first electric typewriter was a \_\_\_\_\_ innovation. dynamically continuous 89. When the remote control for the color TV was first introduced to the consuming public, it was a: dynamically continuous innovation 90. Nonrecognition of the brand name of a firm's product is likely to be LEAST important for: Coal 91. Connie Seagroves is shopping for a new pair of jeans. She enjoys the way Chic jeans makes her look and feel.

She's always bought Chic jeans in the past so she intends to buy Chic jeans this time as well. Unfortunately, in all the stores she shopped, although they

had Chic in stock, none were in her size. Finally, in the last store she shopped, she saw a pair of Jordache jeans that were very similar to the cut and style of Chic. She tried them on and they fit – beautifully. Still, she really wanted Chic. Figuring they would be good substitutes until the stores received Chic in her size, Connie bought one pair of the Jordache jeans. What level of brand loyalty does Connie have for Chic jeans? brand preference 2. Products which the consumer does not know about, or knows about but does not initially want, are called: unsought goods 93. In the early 1900's, GrandPa purchased his first automobile. After years of driving horse and buggies, Grandpa got in his new car and drove it into his new garage. Unfortunately, instead of using the brake to stop the new automobile, Grandpa shouted: “ Whoa!! ” and crashed into the wall. Grandpa's new automobile was an example of: a discontinuous innovation 94. A new computer company with a radically new approach to computing, has a laptop priced at \$99. 00).

This basic laptop is targeted as the late adopter. It is as simple to operate as a calculator. It has a very small hard drive, small – but full functional keyboard, basic soundcard, and no ability to expand. It has Microsoft WORD, EXCEL, PowerPoint, and Outlook built in. Thus, it's mean to basic schoolwork and email (with a built in wireless modem which requires signing up for a monthly access fee of 99 cents). The company plans to distribute its products only through three large discounters (Wal-Mart, K-Mart, and Target) in very large cities (populations of at least 1, 000, 000 people).

It was designed to compete against the hand-helds, but it's larger and more user friendly (with a bigger screen for ease of viewing by the target market <https://assignbuster.com/marketing-retailing-and-heterogeneous-shopping-product/>



(estimated average age of 65) and much cheaper. What product class is this product in? homogeneous shopping product 95. Which degree of market exposure would probably be most suitable for a heterogeneous shopping product which has achieved brand preference and sells for about \$300? Selective distribution 96. A company has been making the same product for over 100 years. It is an essential element of almost every person's grooming requirements.

Many other manufacturers make the same type of product. The company distributes it in every department store and grocery store in the nation. Competition is intense. Contribution margins are very thin. The company focuses its primary promotional efforts on advertising and its secondary effort on consumer sales promotions. What level of market exposure does this product have? intensive 97. A new computer company with a radically new approach to computing, has a laptop priced at \$99.00. This basic laptop is targeted at the late adopter. It is as simple to operate as a calculator.

It has a very small hard drive, small – but full functional keyboard, basic soundcard, and no ability to expand. It has Microsoft WORD, EXCEL, PowerPoint, and Outlook built in. Thus, it's meant for basic schoolwork and email (with a built in wireless modem which requires signing up for a monthly access fee of 99 cents). The company plans to distribute its products through all large discounters such as Wal-Mart, K-Mart, and Target as well as through all outlets that currently sell inexpensive laptops. What distribution strategy is being conducted? Intensive | 98.

There are several modes of transportation available to assist marketers in facilitating the transfer of goods from producer to the ultimate consumer. For example, logistics managers can use railroads, trucks/motor carriers, airplanes, pipelines, or ships to transport products. Each mode of transportation has inherent advantages and disadvantages. For instance, \_\_\_\_\_ offer the advantages of door to door service for pick-up and delivery, relatively fast delivery, and extensive routes. The disadvantages of this mode of transportation include size and weight restrictions, higher rates, and some sensitivity to weather. rucks/motor carriers 99. The railroad service which picks up truck trailers at a producer's location, loads them onto rail flatcars, hauls them close to the customer, and then delivers them to the buyer's door is: piggyback service. 100. The ABC company sells beach wear to teenagers. It plans to solicit sales from teens at the beach by taking van loads of beach wear to all the beaches in the United States each day of summer (June 22 - September 21st). The company has the beachware made in Thailand and shipped directly to it's vendors in the 40 major beach locations its targeted.

The company believes it knows its market well enough such that the goods will be produced and shipped such that each vendor will receive only enough to fill the van each week. If their estimates are right, each van vendor will receive just enough goods to fill their van on Monday and have sufficient demand to sell all of it by the following Sunday. Then they will refill their van on Monday with the next order just arriving that day. If they are not as accurate as they hope to be, the vendors will not have sold all their inventory from the previous week and the new shipment will not fit into the van (along

with the remainder of the previous weeks shipment). The vendors are then authorized to place whatever excess won't fit in the van into storage. Should the vendors plan to put their excess into rental storage or should they buy some storage space. rent storage space 101. Which degree of market exposure would probably be most suitable for a heterogeneous shopping product which has achieved brand preference and sells for about \$300?

Selective distribution 102. Ciao Footwear designs and manufactures a high-quality line of fashionable shoes that are popular among young professional women.

The line is quite expensive—and is sold only through specialty shops which handle only this type of fashion shoe (including competing brands). Ciao will only work with retailers who agree to stock a large variety of sizes and colors of Ciao shoes. For stores that agree to promote the Ciao line very aggressively, Ciao agrees to cut their price to the store an additional 10%, provide significant national advertising and to distribute to no more than two or three other retailers in the specialty store's immediate trading area.

Since continuing promotion seems to be necessary in this highly competitive market, advertisements for Ciao shoes appear regularly in fashion magazines targeted at professional women and on select cable TV broadcasts, including broadcasts of women's tennis tournaments. What is the "ideal" market exposure for this product? selective distribution 103. Your firm has devised a method of transportation that will eliminate the needs for all forms of mechanical transportation.

The product is a form of mental training that, when complete, allows a person to tap into previously unknown parts of his/her brain to use a teleportation talent we all have but don't know to use. Although everyone's abilities are different (just as we run/walk with different abilities) just about every person has this ability in some way or another and when trained can 'think' themselves from place-to-place; no cars, trains, boats, plane required – just fix the coordinates in your minds-eye and PUSH yourself there instantaneously. This training is a: discontinuous innovation 104.

The first car to change from the traditional black to blue was a \_\_\_\_\_ innovation. Continuous 105. Kaye Dimmig usually buys Prell shampoo because she likes its smell. But this morning her local drugstore was out of Prell, so she decided to buy another highly advertised brand that was on sale because she really needed to wash her hair that night. For Kaye, Prell has probably achieved brand: preference. 106. Nonrecognition of the brand name of a firm's product is likely to be LEAST important for: Coal 107. Assume that a new automobile fuel additive is developed that increases a car's miles-per-gallon by 60%.

Unlike other fuel additives that claim enhanced performance but only seem to work in certain cars under very controlled conditions, this additive has been so well proven that customers are offered a free sample with a coupon to receive a 10% discount on whatever quantity they want to buy later. The response has been dramatic. Many consumers use the free sample and return to purchase upwards of 100 treatments (one per fillup) even though the product adds 20 cents to the cost of a gallon of gas. What stage of the product life cycle is this additive in? GROWTH 108.

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ABC company sells camel hair paint brushes only to the wealthiest and most well-known artists. These artists claim that only with the extremely high quality camel hair brushes made by this company, are they able to produce paintings of such high quality that the average price per painting sold to the general public (albeit the wealthiest of the general public) is well over one million dollars. ABC's camel hair brushes are \_\_\_\_\_ products.

BUSINESS 109. Products which the consumer does not know about, or knows about but does not initially want, are called: unsought goods. 10. If a large furniture retailer were to purchase Drexel (a manufacturer of sofas and chairs), this would be an example of: backward integration 111. Michelle is the marketing manager for a popular brand of oatmeal cookies. Various plans to increase market share by appealing to competitor's customers via advertising have failed. Michelle is planning another strategy not dependent on advertising. A recent survey shows sales are good among brand loyal customers who include the product as a regular part of their shopping list.

Michelle plans to provide incentives to salespeople who call on retailers to get them to convince the stores to place additional bags of the cookies on shelf space by near/by the cash registers in the hope that non-brand loyal customers will put them in their shopping cart without thinking while waiting to check out. Michelle is positioning the cookies by the checkout stand as: an impulse product. 112. Kari Athens was interested in buying a coffee pot to use at college and a cassette player for her sister's birthday present. At the local discount store, she compared prices on coffee pots and chose the cheapest.

She read the product information on each cassette player and finally chose one with stereo headphones and a rechargeable battery. For Kari, the coffee pot was a homogeneous shopping product, but the cassette player was a heterogeneous shopping product. 113. A publisher of photography books finds that it is cost-effective to print 10, 000 or more at a time. But a bookstore orders only a few copies of each book since its customers want to select from a wide variety. This example shows why both discrepancies of quantity and assortment occur. 114.

Retailers have to buy from many different sources to satisfy the diverse needs of their customers. This is the concept of: discrepancy of assortment 115. A firm finds that its customers are unwilling to try their product again after being disappointed with it on their first use. They avoid any reference to their brand even to the extent of claiming to have never heard of it just so people won't know they ever used it. The firm's target market is exhibiting \_\_\_\_\_ . brand rejection 116. A firm finds itself in a situation where it is able to accurately predict consumer demand.

It predicts that it will need to store material for one month two times a year due to the seasonal nature of the product. What type of warehouse should the firm use to store this inventory? Public 117. A new computer company with a radically new approach to computing, has a laptop priced at \$99. 00). This basic laptop is targeted at the late adopter. It is as simple to operate as a calculator. It has a very small hard drive, small – but full functional keyboard, basic soundcard, and no ability to expand. It has Microsoft WORD, EXCEL, PowerPoint, and Outlook built in.

Thus, it's meant for basic schoolwork and email (with a built in wireless modem which requires signing up for a monthly access fee of 99 cents). The company plans to distribute its products through all large discounters such as Wal-Mart, K-Mart, and Target as well as through all outlets that currently sell inexpensive laptops. What distribution strategy is being conducted?

Intensive 118. The Colorado Coal Company needs to move its coal to intermediaries on the Atlantic coast who in turn will sell it to end users. The best means of transportation for the company to employ under normal conditions is: railroads

19. Dell Computer packages its scanner in a plastic box with an airtight self-sealing lid designed to be reusable as a climate proof airtight attic storage box. What type of packaging strategy is Dell Computer conducting with this recent modification to the box? PRODUCT

120. Dell Computer recently added a picture of the recommended brand of printer best designed to print the output of a given type of scanner on the outside of the box the scanners are mailed in to consumers. What type of packaging strategy is Dell Computer conducting with this recent addition to the box? PROMOTE

21. National Power Tool Co. does not own its own transport facilities, but it regularly ships small orders to the wholesalers that handle its products. Tools that are going across the country are usually shipped by rail. Regional shipments usually go by truck. National should use \_\_\_\_\_ in practicing the Total Cost concept. a freight forwarder. 122.

The ABC company sells beach wear to teenagers. It plans to solicit sales from teens at the beach by taking van loads of beach wear to all the beaches in the United States each day of summer (June 22 - September 21st).

The company has the beachware made in Thailand and shipped directly to its vendors in the 40 major beach locations its targeted. The company believes it knows its market well enough such that the goods will be produced and shipped such that each vendor will receive only enough to fill the van each week. If their estimates are right, each van vendor will receive just enough goods to fill their van on Monday and have sufficient demand to sell all of it by the following Sunday. Then they will refill their van on Monday with the next order just arriving that day.

If they are not as accurate as they hope to be, the vendors will not have sold all their inventory from the previous week and the new shipment will not fit into the van (along with the remainder of the previous weeks shipment). The vendors are then authorized to place whatever excess won't fit in the van into storage. Should the vendors plan to put their excess into rental storage or should they buy some storage space. rent storage space 123. The ABC company's ability to stay ahead of the competition depends on its ability to differentiate its product from those of its rivals.

The problem is: most consumers see the product as essentially no different than its competitors. ABC company uses an advertising strategy that positions the product as high on brand prestige and competitive on price. ABC distributes the product through every discount outlet that would normally carry it so as to insure consumers will have it to choose from when they shop. ABC's product strategy is to cut costs by making no changes to the product at all. The product's color, design, functionality, etc. hasn't changed in years.



Yet, survey's show consumers perceive the product to be superior in quality to all of its competition. This is due to the intense advertising emphasis on product/brand quality! The company feels this type of product is unlikely to be replaced anytime soon, so counts on it as an integral part of its product line in its long-term planning. Based on this information alone: What stage of the Product Life Cycle is this product in? maturity 124. At what stage of the product life cycle is the firm broadening the base of their channel of distribution by shifting their focus from a pull to a push strategy?

GROWTH 125. During what stage of the PLC is the primary focus of the firm's promotional strategy on informing early adopters and early majority of the benefits of their product and persuading them that their product is better than the competition's? GROWTH 126. A company has developed a long pen in various colors and with interesting sayings on the side. Directions provided with the pen show to to convert the pen to a reusable straw that is dishwasher safe when the ink runs out. What packaging strategy is in use here? PRODUCT 127.

In order to raise money to go to college, two high school senior entrepreneurs are marketing home-grown fruits and vegetables to consumers along the roadside. The entrepreneurs know that home gardens often produce more than the families can consume. Knowing that the home gardner's appreciate earning a little cash for their excess, the entrepreneurs visit local home gardens to buy any excess they are producing. They collect a good assortment of freshly picked produce which they then sell by the side of the road from the back of their truck.

Thus, the home gardner grew the fruits and vegetables, sold them to these entrepreneurs, who then sold them to the local people as they drove by on the road. The home gardners are using a(n) \_\_\_\_\_ method of distribution for their excess produce. an indirect channel of distribution 128. Handy Tools Company has recently introduced a newly designed socket wrench with a form fitting no-slip grip. The firm is spending a lot of money to make potential consumers aware of the existence of the new product. Sales have been slow to rise over the past year and profit has yet to be achieved.

What stage of the product life cycle is Handy Tool's product in? Maturity stage 129. A manufacturer of a consumer product is trying to establish brand recognition and preference in monopolistic competition. The firm places considerable emphasis on channel development and is becoming somewhat less selective in its choice of middlemen. Promotion is both informative and persuasive—as the firm is seeking to increase both primary and selective demand. Prices in the industry are competitive—but there has been little price-cutting to date. What stage of the product life cycle is this firm's situation characteristic of: GROWTH 30. A firm finds itself in a situation where it is unable to accurately predict consumer demand. Rather than risk stock-outs that might drive consumers to competitors, the firm decides to stockpile inventory close to market centers. This enables the firm to quickly replenish any store as necessary. What type of warehouse should the firm use to store this inventory? PRIVATE 131. An industry's sales have leveled off and profits are declining in oligopolistic competition. Consumers see competing products as “ homogeneous. ” Several firms have dropped out of the industry, but a new one entered recently.

Firms in the industry are trying to avoid price-cutting by spending on persuasive advertising. These firms are competing in which stage of the product life cycle? MARKET MATURITY 132. James River Paper (JRP) recently introduced Absorb, a new double-thick paper towel aimed at families with children. Primarily and industrial products manufacturer, JRP had produced paper towels for a few large grocery chains to sell as their own dealer brand. But Absorb was its first attempt at marketing a consumer product under its own brand. So far, results are not encouraging.

Only a few wholesalers have taken on the line. Most are very reluctant to handle Absorb, claiming that retail shelves are already overcrowded with paper towels. What is the “ ideal” market exposure for this product?

INTENSIVE DISTRIBUTION 133. A large food retailer acquiring a cheese factory is an example of: BACKWARD INTEGRATION 134. Laurie Owens visits the local Healthy Glow spa, but dislikes the dirty dressing area and refuses to go back. This is an example of BRAND REJECTION 135. What should your firm’s brand loyalty objective be when it launches its newest (unknown) brand of bicycle next month? brand recognition 136. Your firm sells automobiles. Each car comes with a 5-year - 50, 000 mile warranty. These warranties are None of the above 137. There are big shifts in demand from season to season for the lawn mowers produced by Grow Green Co. -and its need for storage facilities also varies. Grow Green should use: public warehousing facilities 138. A marketing manager in Denver, Colorado who wants to ship small quantities (1, 500 pounds) of relatively high-value products short distances at an economical cost where time is not a factor should use: trucks 139.

The Xyz company has developed a new hairdryer that fits more comfortably in the users hand through its using a rubber handle instead of the plastic used by other competitors. The marketing manager for this product needs to design a marketing mix to market it to its target market. The marketing manager should use which stage of the Product Life Cycle as the basis for developing this marketing mix? maturity 140. Your product is packaged such that it is the package may be consumed by the buyer as if it were candy. Once the product is removed frm the package, the customer can eat it.

What packaging objective is being sought here? PRODUCT 141. Publishers of photography books find it is more cost-effective to publish specialty books targeted to just a few niche markets and print large quantities at a time than to print off just a few to meet on-going demand. Bookstores, knowing that their customers represent the broadest range of all niche-markets, order only a few copies of each book for each market to enable its customers to select from a wide variety. This example shows: (choose all that apply) j.

Discrepancies of quantity . Discrepancies of assortment 142. Zoecon Corporation sells its insect control chemicals to homeowners through an 800 number in which customers can order online and have delivered via UPS. A modified compound is sold to distributors who supply brands of aerosol bug spray to such companies as the Boyle-Midway Division of American Home Products for use in its Black-Flag Roach Ender brand. This is an example of: dual distribution 143. Marissa, a college student and her father, a wealthy businessman, were each considering the purchase of a new automobile.

As a college student with limited financial resources, Marissa feels that economy cars are all have essentially the same quality and only have minor  
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differences in the features. She decided that the new mega dealership (over 1, 000 cars on the lot (most in the economy class) provided the best place to start. With luck, she could drive one off that lot today. Marissa's father however, treats cars as a basic necessity. He doesn't care what he drives. He tells Merissa to buy two of whatever she gets (he'll call his bank to take care of the money for his).

He buys a car like this every year (asking whomever he knows who's going car buying to pick up one for him (of whatever they are getting - price is no object) since he refuses to drive a ' used' car. For Marissa, this automobile is a \_\_homogeneous shopping\_\_ product; for her father, the car is a \_\_a convenience good\_\_\_\_\_ product 144. A new company introduces a new brand of a specialty product that's in the mature stage of the PLC. The product has a slow start as it competes head-on with its competition, but has such strong appeal after a short time hat it catches up fast then passes all other competitors. Eventually, discontinuous innovations take it out of vogue and its sales begin to fall. More and more competition erodes its market share. Soon, its hard for most people to remember if the product is still available. Later, most folks wouldn't know what kind of product you were talking about if you mentioned the brand to them. The most likely path this company experienced with respect to brand loyalty for this product from the moment the company's brand first appears on the market to its eventual demise is:? Assume the company makes no changes to the product from its i