

18 Multiple choice questions

1. occurs when a product is sold at only a few retail outlets; such products may be expensive, speciality or luxury items
 - a. intensive distribution
 - b. exclusive distribution
 - c. distribution
 - d. selective distribution

2. relates to the marketing strategies used to facilitate the market launch of new food products
 - a. marketing plans
 - b. marketing mix
 - c. me-too product
 - d. marketing process

3. traces the growth, stationary and decline phases of a product's sales revenue history
 - a. price skimming
 - b. product life cycle
 - c. competitive pricing
 - d. publicity

4. when a product is priced below that charged for a similar product made by a competitor
 - a. status-quo pricing
 - b. competitive pricing
 - c. price skimming
 - d. penetration pricing

5. a marketing approach in which the price a manufacturer charges for a food product is set below that of competitors products in order to facilitate entry into a market for the new product
 - a. penetration pricing
 - b. competitive pricing
 - c. status-quo pricing
 - d. marketing process

6. the sale price of a product that covers all expenses related to its development, production, promotion, storage and transport, and the amount of product that needs to be sold in order to reach this point
 - a. me-too product
 - b. price skimming
 - c. marketing plans
 - d. break-even point

7. direct copies, or minor modifications, of existing products
 - a. new-to-the-world products
 - b. break-even point
 - c. me-too product
 - d. marketing process

8. a means of communicating a favourable company image to the public
 - a. public relations
 - b. publicity
 - c. distribution
 - d. price skimming

9. sets the price of a food product at one similar to those of comparable products already on the market
 - a. me-too product
 - b. status-quo pricing
 - c. penetration pricing
 - d. competitive pricing

10. providing information about a particular subject (e.g. a product) in order to make that information known to the general public; method of publicity include issuing media releases, conducting product launches, and creating billboards or posters to increase public exposure
 - a. publicity
 - b. public relations
 - c. price skimming
 - d. distribution

11. when a product is sold widely, but not in all retail outlets
 - a. distribution
 - b. intensive distribution
 - c. selective distribution
 - d. exclusive distribution

12. refers to the four 'Ps'; it is the overall plan to market a new food product; it consists of product planning, price structure, placement for distribution and promotion
 - a. marketing mix
 - b. price skimming
 - c. marketing process
 - d. marketing plans

13. expresses a company's objectives in marketing terms; that is, how to maximise sales, improve customer satisfaction and quality aspects of a food product
 - a. break-even point
 - b. marketing mix
 - c. marketing plans
 - d. marketing process

14. involve relatively minor changes to a company's existing products by incorporation of such features as new flavours, packaging and serving sizes
 - a. price skimming
 - b. public relations
 - c. line extensions
 - d. distribution

15. occurs when the price of a new food item is set at a level in excess of that indicated by list price or production and distribution costs
 - a. price skimming
 - b. marketing mix
 - c. line extensions
 - d. publicity

16. involves transport, handling and storage of food products from the manufacturer's facility to the point of sale
 - a. exclusive distribution
 - b. intensive distribution
 - c. distribution
 - d. publicity

17. for products which are sold at every possible retail outlet
 - a. selective distribution
 - b. exclusive distribution
 - c. distribution
 - d. intensive distribution

18. completely new and different products that have not been on the market before
 - a. me-too product
 - b. new-to-the-world products
 - c. status-quo pricing
 - d. penetration pricing