

Unit 04: Life Cycles, Offers, Supply Chains, and Pricing

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1. Unit 04: Life Cycles, Offers, Supply Chains, and Pricing

4. Chapter: Unit 04: Life Cycles, Offers, Supply Chains, and Pricing

1. Unit 04: Life Cycles, Offers, Supply Chains, and Pricing Questions

4.1.1. A cost appraisal can help anticipate costs involved with product de...

Author: Dionne Mahaffey

A cost appraisal can help anticipate costs involved with product development. Which cost is NOT typical for product development?

Please choose only one answer:

- Operating costs
- Marketing costs for promotion and distribution
- Set-up costs for production, equipment, distribution, etc.
- Decorating costs for new lobby and employee cafeteria

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4.1.2. Most shippers have track and trace systems to track their product l...

Author: Dionne Mahaffey

Most shippers have track and trace systems to track their product loads in the supply chain. Having the capacity to track products helps shippers anticipate events that could disrupt the supply chain. Which of the following could disrupt the supply chain?

Please choose only one answer:

- Bad weather
- Shipping mistakes
- Both A and B
- None of these

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4.1.3. Products and services can be categorized in a number of ways and fa...

Author: Dionne Mahaffey

Products and services can be categorized in a number of ways and fall into four general categories: Convenience, Shopping, Specialty, and Unsought offerings. Select the definition(s) that meet(s) one or more of the offerings.

Please choose only one answer:

- Products and services consumers generally don
- Products and services consumers purchase after comparing brands to determine the right price and fit
- Products and services consumers generally do not shop for until needed, such as funeral services
- All of these

Check the answer of this question online at QuizOver.com:

Question: [Products and services can be categorized Dionne Mahaffey @The](#)

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4.1.4. Pure goods products have the following characteristics:

Author: Dionne Mahaffey

Pure goods products have the following characteristics:

Please choose only one answer:

- Tangible, inventories, hard-to-evaluate
- Intangible, inventories, hard-to-evaluate
- No time criteria, tangible, low customer involvement
- Tangible, inventories, high quality-control problems

Check the answer of this question online at QuizOver.com:

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4.1.5. The 'product line' is a group of related offerings. Which answer do...

Author: Dionne Mahaffey

The 'product line' is a group of related offerings. Which answer does not explain the definition of a product line?

Please choose only one answer:

- Created to make marketing strategies more efficient
- Can be broad or narrow
- A line extension can be added
- The entire assortment of products a company offers

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4.1.6. The definition of demand planning is:

Author: Dionne Mahaffey

The definition of demand planning is:

Please choose only one answer:

- the process of estimating how much of a good or service customers will buy.
- the management of the resources, events, and processes needed to create an offering.
- a practice whereby supply chain partners share information and coordinate their operations.
- the amount of time it takes for a customer to receive a good or service.

Check the answer of this question online at QuizOver.com:

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4.1.7. The product-dominant approach to marketing in business considers th...

Author: Dionne Mahaffey

The product-dominant approach to marketing in business considers three separate and distinguishable characteristics. Which of the following is not one of these characteristics?

Please choose only one answer:

- Planning
- Products
- Services
- Prices

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [The product-dominant approach to marketing Dionne Mahaffey Saylor](#)

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4.1.8. There are four levels of a product: core, tangible, augmented, and ...

Author: Dionne Mahaffey

There are four levels of a product: core, tangible, augmented, and promised. Which of the following represents a tangible product?

Please choose only one answer:

- An outdoor kitchen to improve the value and appearance of a home
- A new Range Rover for its unique styling and brand name
- A new projector screen TV for teens to share with their friends
- A vacation package with travel insurance

Check the answer of this question online at QuizOver.com:

Question: [There are four levels of a product: core Dionne Mahaffey @The](#)

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4.1.9. What is the number one reason why companies are 'going green' with ...

Author: Dionne Mahaffey

What is the number one reason why companies are 'going green' with their supply chain?

Please choose only one answer:

- To differentiate from the company
- To achieve regulatory compliance
- To improve the company
- To increase the customer

Check the answer of this question online at QuizOver.com:

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4.1.10. Which stages are part of the Product Life Cycle?

Author: Dionne Mahaffey

Which stages are part of the Product Life Cycle?

Please choose only one answer:

- Product development, Introduction
- Growth, Maturity, Decline
- Both A and B
- None of these

Check the answer of this question online at QuizOver.com:

Question: [Which stages are part of the Product Life Dionne Mahaffey Saylor](#)

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