1. The Creston Winery video featured:
   a. Private brands
   b. Internet sales of wine
   c. Transportation issues
   d. All of the above

2. According to the text, what percentage of a product’s price goes to pay for packaging costs:
   a. 40 percent
   b. 25 percent
   c. 10-15 percent
   d. 5 percent

3. A middleman that takes title to goods, but not physical possession, is called a:
   a. Cash and carry wholesaler
   b. Rack jobber
   c. Desk jobber
   d. Industrial distributor

4. Experience curves:
   a. Imply penetration pricing strategies
   b. Are based on the effects of time
   c. Are the same thing as learning curves
   d. All of the above

5. Some classic auto industry marketing mistakes occurred due to:
   a. Market segment instability
   b. Poor market research
   c. Underperforming car dealers
   d. Excessive competition

6. In product terminology, a distinct ordering code or item number is a:
   a. Line number
   b. Price point
   c. Product mix
   d. SKU (“skew”)

7. The sales of private brands (and generics) seem to be somewhat sensitive to economic conditions.
   a. True
   b. False
8. EDLP (Every Day Low Price) programs are run by:
   a. Retailers
   b. Manufacturers
   c. Both retailers and manufacturers
   d. No pattern is present

9. Product Life Cycles:
   a. Could be classed as “deterministic”
   b. Are difficult to apply in practice
   c. Are the same as Family Life Cycles
   d. Two of the above

10. When P and G uses different brands for different soap categories, this is:
    a. Multi-branding
    b. Family branding
    c. Co-branding
    d. Second (channel) branding

11. The correct way to begin a market research project is:
    a. Immediately start collecting data
    b. Hire a market research firm
    c. Review important statistical concepts
    d. Define the research problem and develop a research plan

12. An example of a “discontinuous” innovation is:
    a. The first telephone
    b. The first electronic calculator
    c. The first personal computer
    d. All of the above

13. In FOB Origin pricing systems, the title to goods transfers:
    a. At the shipping point
    b. At the destination point
    c. At some intermediate point
    d. Impossible to determine

14. Segmentation that recognizes geographic variations in culture is called:
    a. Multi-level marketing
    b. Macro marketing
    c. Internal marketing
    d. Regional marketing

15. The pricing of airline seats is an example of “yield management pricing.”
    a. True
    b. False