

Study guide for Quiz Unit 4

Be able to answer questions referring to:

1. “Branding is as easy as pie”?
2. Characteristics of an effective objective
3. 3 questions that a mission statement answers
4. Six things about product/service management
5. Factors that affect product / service management

Be able to define the following

Narrow product	Product line	Branding	Good	Product mix
Objectives	Goals	Service	Trading up	positioning
consistency	Trading down	Expansion	contraction	Broad width
Deep product mix	brand	labeling	Shallow product mix	Product/service management

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