

MKET130  
Online Quiz Ch9

By : Hana R. Hirzallah



Question 2

Correct  
Mark 1 out of 1  
Flag question

\_\_\_\_\_ is the product life cycle period when sales fall off and profits drop.

Select one:

- a. B) Growth
- b. C) Maturity
- c. A) Introduction
- d. E) Product development
- e. D) Decline ✓



Question 3

Correct  
Mark 1 out of 1  
Flag question

Which of the following statements characterizes the introduction stage of the PLC?

Select one:

- a. C) The company incurs minimal expenses.
- b. E) Promotional expenditures are zero
- c. A) There are increased marketing outlays.
- d. B) Profits are nonexistent. ✓
- e. D) The product achieves acceptance by most potential buyers.

Your answer is correct.

The correct answer is:  
B) Profits are nonexistent.

Question 4

Correct

Mark 1 out of 1

🚩 Flag question

Most products in the marketplace are in the \_\_\_\_\_ stage of the product life cycle.

Select one:

- a. B) decline
- b. D) introduction
- c. A) growth
- d. C) maturity ✓
- e. E) development

Question 5

Correct

Mark 1 out of 1

🚩 Flag question

\_\_\_\_\_ is the product life cycle period when sales growth slows because the product has achieved acceptance. Profits level off because marketing costs increase in the face of competition.

Select one:

- a. E) Growth
- b. C) Product development
- c. B) Maturity ✓
- d. D) Introduction
- e. A) Decline

Question 6

Correct

Mark 1 out of 1

🚩 Flag question

At which stage in the PLC do profits increase as promotion costs are spread over a large volume, and as the firm enters new market segments?

Select one:

- a. C) decline
- b. A) maturity
- c. E) harvest
- d. B) introduction
- e. D) growth ✓

Question 7

Correct

Mark 1 out of 1

🚩 Flag question

Apple's iPod has been called "one of the greatest consumer electronics hits of all time." iPods have been sold in huge numbers, and Apple captures a large share of the music player market. This success has attracted many large, resourceful competitors. The iPod is in the \_\_\_\_\_ stage of the product life cycle.

Select one:

- a. B) growth
- b. D) decline
- c. C) maturity ✓
- d. A) introduction
- e. E) adoption

Question 8

Correct

Mark 1 out of 1

Flag question

The PLC concept can be applied by marketers as a useful framework for describing how \_\_\_\_\_.

Select one:

- a. D) concept testing is conducted
- b. A) competitors' moves are predicted
- c. E) product ideas are developed
- d. C) products and markets work ✓
- e. B) marketing strategies are developed



Call us : +97(0)2)-2-2982000 E-mail : help@ritaj.ps



1191736-HANA HERZALLAH



Question 9

Correct

Mark 1 out of 1

Flag question

Which of the following refers to the course that a product's sales and profits take over its lifetime?

Select one:

- a. A) total product process
- b. D) product life cycle ✓
- c. B) service life
- d. C) product mix
- e. E) marketing mix



Question 10  
Correct  
Mark 1 out of 1  
Flag question

When a product is in the maturity stage, the company should most likely consider \_\_\_\_\_.

Select one:

- a. D) liquidating the firm's assets
- b. C) divesting the product line
- c. A) harvesting the product or market
- d. B) modifying the product, market, or marketing mix ✓
- e. E) dropping the product from its market offerings