

## **Assessment: Product – Marketing Mix & Product Life Cycle**

### **Part A: Multiple Choice (1 mark each)**

Choose the best answer.

1. Why is the product considered the primary “P” in the marketing mix?
  - A. It is the cheapest element
  - B. It determines the need for price, promotion, and place
  - C. It is the easiest to manage
  - D. It requires the least planning
  
2. Which of the following is a service?
  - A. Laptop
  - B. T-shirt
  - C. Haircut
  - D. Notebook
  
3. A concert or sports tournament is an example of a(n):
  - A. Good
  - B. Service
  - C. Event
  - D. Industrial product
  
4. Which product is an industrial product?
  - A. Shampoo
  - B. Office printer for a business
  - C. Movie ticket
  - D. Chocolate bar
  
5. Which stage of the Product Life Cycle has the highest competition?
  - A. Introduction
  - B. Growth
  - C. Maturity
  - D. Decline

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**Part B: True or False (1 mark each)**

6.  A strong promotion can save a weak product.
7.  Staples usually have a long product life cycle.
8.  Fads stay popular for a long time.
9.  Services are tangible products.
10.  Schools buying textbooks are purchasing institutional products.

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**Part C: Short Answer (2 marks each)**

11. In one or two sentences, explain why product is the most important P.
12. Give one example of each:
  - a) A good
  - b) A service
  - c) An event
13. Name and briefly describe any two stages of the Product Life Cycle.
14. Explain the difference between a fad and a fashion.

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## **Answer Key**

### **Part A:**

1. B
2. C
3. C
4. B
5. C

### **Part B:**

6. False
7. True
8. False
9. False
10. True

### **Part C (Sample Answers):**

11. The product is the most important P because it satisfies customer needs and all other marketing decisions depend on it.
12.
  - a) Good: Shoes
  - b) Service: Haircut
  - c) Event: Music concert
13.
  - Introduction: Product is new, sales are low, and promotion is high.
  - Growth: Sales increase quickly and profits rise.

14.

A fad becomes popular very quickly and disappears fast, while a fashion lasts longer and changes gradually over time.