

## **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.