

1. the most common basis for positioning a product is to use -----

- a.  
ideas generation
- b.  
create goods and services
- c.  
demant
- d.  
competitors (ANS)

2.a package represent

- a.  
wrapping for a product (ANS)
- b.  
services
- c.  
transportation
- d.  
goods

3. some decisions are considered before designing new product package

- a.  
package size
- b.  
package design
- c.  
all of the bove
- d.  
package cost

4.the best marketing strategy for a product at decline stage is -----

- a.  
firms strategy

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buyers strategy

c.  
product innovation strategy (ANS)

d.  
market strategy

5. which is the marketing strategy for a product at introductory stage of it life cycle

a.  
full demand

b.  
packaging

c.  
physical distribution and promotion (ANS)

d.  
product planning

6. aseptic packaging incorporates a technology that keeps food -----

a.  
fresh without refrigeration (ANS)

b.  
market

c.  
channel

d.  
transportating

7. the last two strategy of new product development are -----

a.  
all the above

b.  
product design and testing

c.  
concept and test

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8. firm uses one of these to position its product

- a.  
selling and storage (ANS)
- b.  
transport
- c.  
perceptual mapping
- d.  
promotion

9. one other function of packaging is

- a.  
transportation
- b.  
providing information (ANS)
- c.  
selecting of ideas generation
- d.  
service

10. the first stage in the new product development strategy is -----

- a.  
money
- b.  
all of the above
- c.  
ideas generation (ANS)
- d.  
market