

1. in new product idea generation, idea screening involves -----  
selecting ideas with the greater potentials for further review

2. product mix involves -----  
all of the products a company has for sale

3. which is a consumer goods  
shopping goods

4. every product undergone ----- life cycles  
four

5. growth is the ----- stage in the product life cycle  
second

6. packaging does other function than hold a product  
selling

7. there are ----- levels of products  
five

8. #NAME?  
general products

9. product positioning entails launching the product in the -----  
market place

10. the core product represent the -----  
benefit that the consumer want

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