**Quiz over Product/Service Management on Thursday, April 3, 2014**

**Product/Service Management**

* Be able to define Product/Service Management
* Know a benefit of P/S Management
* Be able to list the three phases of P/S Management

**Types of Goods. Be able to provide an example of each.**

* Staple, Convenience, Shopping, Seasonal, Fashion, Specialty , Unsought, Industrial

**Product Life Cycle (PLC)**

* Understand how the 4 P’s of Marketing change in each stage
* When a product reaches the decline stage what are the three options a company chooses in regards to the product (Rebrand/Reposition, Maintain, or Eliminate).

**Technology in Product/Service Management Terms**

|  |  |  |
| --- | --- | --- |
|  | **Term** | **Definition** |
| **1.** | Point of Sale (POS) System |  |
| **2.** | Interactive Touch Screen Computer (Kiosk) |  |
| **3.** | Interactive TV |  |
| **4.** | Customer Relationship Marketing (CRM) |  |
| **5.** | Mass Customization |  |
| **6.** | Enterprise Relationship Planning Systems |  |
| **7.** | Internet |  |
| **8.** | Intranet |  |

**Packaging**

* Be able to identify and understand the 6 functions of packaging
  + **Define Product Identity:** Includes the name of the corporation and a logo
  + **Promotes and Sells the Product**
  + **Provides Information** (directions, nutritional values, ingredients)
  + **Protects the product**
  + **Ensures Safe Use**
  + **Meets customers needs** for size and convenience
* You will see examples of packaging that you will need to be able to label how certain functions are being applied

**Product Mix**

**Be able to define the following terms:**

* Product Planning
* Product Mix
* Product Line
* Product Item
* Product Width
  + Contraction & Expansion
* Product Depth
  + Shallow & Expansion
* Trading Up
* Trading Down
* Alteration
* Product Positioning

**Why do companies want to narrow their product mix?**

**P&G Product Mix**

**Based on the product mix below identify the following :**

1. **Product Line 2. Product Item 3. Product Length/Depth 4. Deep Mix 5. Shallow Mix 6. Product Width/Breadth**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | | | | | |
| **Detergents** | **Toothpaste** | **Bars of Soap** | **Deodorants** | **Fruit Juice** | **Lotions** |
| Ivory Snow | Gleem | Ivory | Secret | Citris Hill | Wondra |
| Dreft | Crest | Camay | Sure | Sunny Delight | Noxema |
| Tide | Complete | Lava |  | Winter Hill | Oil of Olay |
| Joy | Denquel | Kirk’s |  | Texsun | Camay |
| Cheer |  | Zest |  | Lincoln | Raintree |
| Oxydol |  | Safeguard |  | Speas Farm | Tropic Tan |
| Dash |  | Coast |  |  | Bain de Soleil |
| Cascade |  | Oil of Olay |  |  |  |
| Ivory Liquid |  |  |  |  |  |
| Gain |  |  |  |  |  |
| Dawn |  |  |  |  |  |
| Era |  |  |  |  |  |
| Bold 3 |  |  |  |  |  |
| Liquid Tide |  |  |  |  |  |