

CHAPTER 30 Product Planning

Vocabulary Review

DIRECTIONS: Fill in the puzzle blanks by using terms and concepts found in the chapter. Then read down the column of circled entries to discover the Mystery Phrase.

Clues

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| <p>1. Anything a person receives in an exchange.</p> <p>2. Involves making decisions related to packaging, labeling, warranties, guarantees, branding, and product mix.</p> <p>3. All the different items that a company makes or sells.</p> <p>4. The number of product items offered within each product line.</p> <p>5. An alteration to an existing product.</p> <p>6. Introduction, growth, maturity, and decline.</p> <p>7. The number of different product lines a business manufactures or sells.</p> <p>8. The effort that a business makes to identify, place, and sell its products.</p> <p>9. An example is all the different canned soups made by Campbell's.</p> <p>10. The first step in new product development.</p> <p>11. Evaluating a new product measures this.</p> <p>12. Computer generated diagram that shows retailers how and where products within a category should be displayed.</p> | <p>13. A specific model, brand, or size of a product within a product line.</p> <p>14. Dropping a product.</p> <p>15. A process for marketing and selling products that treats each product classification as an individual business unit.</p> |
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Mystery Phrase: _____