Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing

3.1 Questions

Checkpoint pg. 64

* + What are the levels of product a company considers when planning a new product?

Checkpoint pg. 65

* + What are the components of the product mix element?

Think Critically pg. 66

1. Why is the product component usually the first to be considered by companies when they are developing a marketing mix?
2. Why is an extended product important for some products but not for others?
3. Why would a company add features to a product?
4. For what types of purchases would a warranty be important?