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

Marketing

3.3 Questions

Checkpoint pg. 75

* How do sales and profits change in the stages of a product life cycle?

Checkpoint pg. 76

* How does marketing in the growth state of a life cycle differ from marketing in the maturity stage?

Think Critically pg. 77

1. Why does the introductory stage of a product life cycle present difficult marketing challenges?
2. How can profits begin to decline in the maturity state even while sales may still be increasing?
3. Why is promotion important at the maturity stage of the life cycle?
4. Why do companies often wait until late in the maturity stage or even until the decline stage to look for new markets in which to sell their products?