

1. Many product managers tend to define "competition" too narrowly.
True False
2. Competition can exist for customers in terms of their budgets, when they use a product and benefits sought.
True False
3. A product's value is defined as the presence (or absence) of a characteristic or attribute.
True False
4. Product category competition is typically composed of other firms in the product manager's industry.
True False
5. Product form competition is outward oriented and its competitors are defined by looking outside the firm to the customers.
True False
6. Each level of competition requires the firm to perform the same set of tasks at progressively higher levels of intensity so that a product can be successful in the market.
True False
7. Since obtaining and retaining customers is essential, product form and category competition is the most crucial form of competition for most firms.
True False
8. Relying exclusively on external sources of information that solely define competition based on physical product similarities, will overlook both generic and budget competitors.
True False
9. Electronic scanners provide fast, reliable data in consumer purchase behavior.
True False
10. Since consumers are rarely consciously aware of all the factors underlying their purchases, consumer judgments should not be used in efforts to analyze competition.
True False
11. All of the following are customer oriented bases of competition, EXCEPT
 - A. Budgets
 - B. When customers use a product
 - C. Benefits sought
 - D. Theme/copy strategy
 - E. Why customers use the product
12. Resource oriented competition is more likely to involve which of the following?
 - A. Theme/copy strategy
 - B. Employees
 - C. Media
 - D. Distribution
 - E. Price

13. Which of the following types of competition faced by a product manager is most likely to be intentional?
- A. Competition within a company
 - B. Price competition
 - C. Geographic competition
 - D. Distribution competition
 - E. Foreign competition
14. A product's _____ is/are defined as the presence—or absence—of a characteristic or attribute.
- A. Value
 - B. Features
 - C. Price
 - D. Prestige
 - E. Market share
15. Natures Best Cornflakes and Natures Best LowCal Cornflakes are both crunchy flakes of corn, have a vanilla flavor and are sweet. However LowCal Cornflakes has fewer calories and is artificially sweetened. Here, Natures Best Cornflakes and Natures best LowCal Cornflakes have
- A. Entirely different features
 - B. Identical values
 - C. Different values of some of the features
 - D. All the same features and values
 - E. Totally different values as well as features
16. Which of the following provides the NARROWEST perspective of competition because it considers only those products that "look" the same as the product or service in question?
- A. Product category competition
 - B. Generic competition
 - C. Product form competition
 - D. Product share competition
 - E. Budget competition
17. Identify the INCORRECT statement regarding product form competition.
- A. It is a narrow view of competition
 - B. It only considers products that "look" the same as the product or service in question
 - C. It provides the best perspective for a longer-run view of competition
 - D. It is a convenient definition of competition
 - E. It provides the set of the closest competitors in a product feature sense
18. This level of competition is based on products or services with similar features and is the "traditional" approach to determining the composition of a competitive set.
- A. Product form
 - B. Generic competition
 - C. Budget competition
 - D. Market share
 - E. Product category
19. Which of the following levels of competition is longer term and focuses on substitutable product categories?
- A. Generic competition
 - B. Product form competition
 - C. Product type competition
 - D. Product category competition
 - E. Brand category competition

20. Generic competition
- A. Is the narrowest view of competition
 - B. Only considers products that "look" the same as the product or service in question
 - C. Defines the market as consisting of those products and services fulfilling the same customer need
 - D. Is the most convenient definition of competition
 - E. Provides an extremely short term focus
21. This is the broadest view of competition.
- A. Generic competition
 - B. Budget competition
 - C. Product category competition
 - D. Product form competition
 - E. Brand form competition
22. This view of competition considers all products and services competing for the same customer dollar as forming a market.
- A. Product category
 - B. Product form
 - C. Market share
 - D. Generic
 - E. Budget
23. Budget competition
- A. Is very difficult to implement strategically
 - B. Is the narrowest view of competition
 - C. Is defined as consisting of those products and services fulfilling the same customer need
 - D. Is based on those products or services with similar features
 - E. considers only those products that "look" the same as the product or service in question
24. Web-based _____ seek(s) to bundle disparate services that fulfill a customer's needs for a particular transaction.
- A. Segmentation
 - B. Stratification
 - C. Metamediaries
 - D. Super-sites
 - E. Conglomerates
25. Travelmate is an online travel solutions website. Its most direct competitors are travel agents. This site also offers links to financing, insurance and other services bringing in competitors from other categories. Travelmate can be BEST considered as a(n)
- A. Metamediary
 - B. Network service
 - C. Internet service provider
 - D. Server
 - E. Market segment
26. At the product form competitive level, the product manager must convince customers that the _____ is/are better than others in the product form.
- A. Generic benefits
 - B. Product category
 - C. Product form
 - D. Brand
 - E. Product features

27. Identify the level of competition where the product management task involves convincing customers that their product category is the best way to satisfy needs.
- A. Product category
 - B. Product form
 - C. Brand
 - D. Generic
 - E. Budget
28. At the _____ level of competition, the product manager must convince customers that the generic benefits are the best way to spend their discretionary income.
- A. Budget
 - B. Product form
 - C. Product category
 - D. Generic
 - E. Consumer
29. Generic competition is most critical when
- A. Competition is focused on rival brands in the same category
 - B. Competition is focused on rival product forms
 - C. A totally new product category is introduced
 - D. The market has reached maturity
 - E. The market is saturated
30. As a firm moves from product form to budget competition
- A. The focus upon brand name competition intensifies
 - B. The marketing budget is typically reduced
 - C. It faces a similar competitor pool
 - D. Customer targets tend to change
 - E. The needs to be satisfied become more specific
31. The managerial judgment approach, to assessing the set of competitors is most likely to use all of the following to develop judgments about the sources of present and future competition, EXCEPT
- A. Experience
 - B. Salesperson call reports
 - C. Distributors
 - D. Company sources
 - E. Commercial data services
32. Identify the two alternative approaches to assessing the set of competitors.
- A. Market determined parameters and Standardization
 - B. Managerial judgment and Customer-based evaluation
 - C. Regulatory definitions and Market determined parameters
 - D. Benchmarking and Standardization
 - E. Managerial judgment and Sales definitions
33. External sources of information, such as commercial data services and the Standard Industrial Classification code used by the U.S. government, define competition based on
- A. Physical product similarities
 - B. Managerial judgment
 - C. Customer-based evaluation
 - D. Behavioral attributes
 - E. Customer judgments

34. The use of predefined categories for defining competitive sets, provided by commercial data services and/or the US government, could completely overlook
- A. Product form competitors
 - B. Product category competitors
 - C. Generic and budget competitors
 - D. Product feature competitors
 - E. Product value competitors
35. A key source of purchase data used in consumer packaged goods applications is data collected from
- A. Web cameras
 - B. Document scanners
 - C. Monitors
 - D. Electronic scanners
 - E. Social networks
36. Identify the INCORRECT statement pertaining to electronic scanners "reading" UPC codes at the point-of-purchase.
- A. They provide fast, accurate behavioral data
 - B. They are best used for gathering data on infrequently purchased infrastructural goods
 - C. They are used to estimate sales and market shares for brands
 - D. They are useful for identifying patterns of repeat brand purchases and brand switching
 - E. They are widely used in the consumer packaged goods industry
37. All of the following are problems with using purchase data to understand product form and category competition EXCEPT that
- A. Brand switches occur across complements as well as substitutes
 - B. They represent what consumers actually do, not what they might do
 - C. The data collected are often at the household level
 - D. Brand switch for variety may be mistakenly inferred as switch due to substitutability
 - E. Observed brand switching could be due to different household members' preferences
38. The percentage change in one brand's sales compared to a percentage change in a marketing variable for another brand, such as price is known as
- A. Cross-elasticity
 - B. Cross-substitutability
 - C. Cross-complementation
 - D. Cross-purchasing
 - E. Cross-marketing
39. If a cross-elasticity with respect to price is positive, then the two brands or products in question are considered to be
- A. Competitive
 - B. National brands
 - C. Home brands
 - D. Accommodative
 - E. Monopolistic
40. This approach of estimating competition from customer judgments, asks customers to take a large set of products and divide them into groups of items that can be substituted for one another and then to judge the similarity of the products in each group.
- A. Judged overall similarity
 - B. Similarity within consideration sets
 - C. Product deletion sets
 - D. Substitution in use sets
 - E. Perceptual mapping

41. The usefulness of the consideration set concept is limited because of all of the following reasons, EXCEPT:
- A. Due to sets changing from one purchase occasion to another
 - B. By variability across customers
 - C. By variability across distribution channels
 - D. By the fact that such sets are dynamic over time
 - E. Because of the static nature of these sets
42. This approach to defining competition is based on customer reaction to product unavailability.
- A. Judged overall similarity
 - B. Similarity within consideration sets
 - C. Product deletion
 - D. Substitution in use
 - E. Perceptual mapping
43. In the early growth stages of a product, particularly a new technology, _____ competition must be defined since a large part of the marketing task is to convince customers to substitute a new product for an existing one that was previously satisfying their needs.
- A. Product form
 - B. Generic
 - C. Budget
 - D. Product category
 - E. Product feature
44. In mature markets, the focus should generally be on _____ competitors to best assess whether or not to stay in a market.
- A. Product form
 - B. Generic
 - C. Budget
 - D. Nonspecific
 - E. Broad
45. Ultimately products and services do not compete against one another; companies do. This firm versus firm competition is best known as
- A. Generic competition
 - B. Enterprise competition
 - C. Product form competition
 - D. Category competition
 - E. Budget competition
46. Identify the various criteria that can be used for defining competitors. Why must the product/brand manager be concerned with competition within the firm as well as outside it?
47. How should the firm define its competition? Why is this decision critical to success?

48. BREIFLY describe the four basic perspectives that may be used to define competition.
49. What different set of tasks must be accomplished at each level of competition for a product to be successful in the market?
50. Describe the various methods for determining competitors. Analyze their usefulness.

ch02 Key

1. Many product managers tend to define "competition" too narrowly.
(p. 29) **TRUE**

*Difficulty: Easy
Lehmann - Chapter 02 #1*

2. Competition can exist for customers in terms of their budgets, when they use a product and benefits sought.
(p. 30) **TRUE**

*Difficulty: Easy
Lehmann - Chapter 02 #2*

3. A product's value is defined as the presence (or absence) of a characteristic or attribute.
(p. 33-34) **FALSE**

*Difficulty: Medium
Lehmann - Chapter 02 #3*

4. Product category competition is typically composed of other firms in the product manager's industry.
(p. 35) **TRUE**

*Difficulty: Medium
Lehmann - Chapter 02 #4*

5. Product form competition is outward oriented and its competitors are defined by looking outside the firm to the customers.
(p. 37) **FALSE**

*Difficulty: Medium
Lehmann - Chapter 02 #5*

6. Each level of competition requires the firm to perform the same set of tasks at progressively higher levels of intensity so that a product can be successful in the market.
(p. 40) **FALSE**

*Difficulty: Medium
Lehmann - Chapter 02 #6*

7. Since obtaining and retaining customers is essential, product form and category competition is the most crucial form of competition for most firms.
(p. 41) **TRUE**

*Difficulty: Easy
Lehmann - Chapter 02 #7*

8. Relying exclusively on external sources of information that solely define competition based on physical product similarities, will overlook both generic and budget competitors.
(p. 45) **TRUE**

*Difficulty: Medium
Lehmann - Chapter 02 #8*

9. Electronic scanners provide fast, reliable data in consumer purchase behavior.
(p. 47) **TRUE**

*Difficulty: Easy
Lehmann - Chapter 02 #9*

10. Since consumers are rarely consciously aware of all the factors underlying their purchases, consumer judgments should not be used in efforts to analyze competition.
(p. 53) **FALSE**

*Difficulty: Medium
Lehmann - Chapter 02 #10*

11. All of the following are customer oriented bases of competition, EXCEPT

(p. 30-31)

- A. Budgets
- B. When customers use a product
- C. Benefits sought
- D. Theme/copy strategy**
- E. Why customers use the product

Difficulty: Medium

Lehmann - Chapter 02 #11

12. Resource oriented competition is more likely to involve which of the following?

(p. 31)

- A. Theme/copy strategy
- B. Employees**
- C. Media
- D. Distribution
- E. Price

Difficulty: Easy

Lehmann - Chapter 02 #12

13. Which of the following types of competition faced by a product manager is most likely to be intentional?

(p. 31)

- A. Competition within a company**
- B. Price competition
- C. Geographic competition
- D. Distribution competition
- E. Foreign competition

Difficulty: Medium

Lehmann - Chapter 02 #13

14. A product's _____ is/are defined as the presence—or absence—of a characteristic or attribute.

(p. 33)

- A. Value
- B. Features**
- C. Price
- D. Prestige
- E. Market share

Difficulty: Easy

Lehmann - Chapter 02 #14

15. Natures Best Cornflakes and Natures Best LowCal Cornflakes are both crunchy flakes of corn, have a vanilla flavor and are sweet. However LowCal Cornflakes has fewer calories and is artificially sweetened. Here, Natures Best Cornflakes and Natures best LowCal Cornflakes have

(p. 34)

- A. Entirely different features
- B. Identical values
- C. Different values of some of the features**
- D. All the same features and values
- E. Totally different values as well as features

Difficulty: Hard

Lehmann - Chapter 02 #15

16. Which of the following provides the NARROWEST perspective of competition because it considers only those products that "look" the same as the product or service in question?

(p. 35)

- A. Product category competition
- B. Generic competition
- C. Product form competition**
- D. Product share competition
- E. Budget competition

Difficulty: Medium

Lehmann - Chapter 02 #16

17. Identify the INCORRECT statement regarding product form competition.
(p. 35)
- A. It is a narrow view of competition
 - B. It only considers products that "look" the same as the product or service in question
 - C.** It provides the best perspective for a longer-run view of competition
 - D. It is a convenient definition of competition
 - E. It provides the set of the closest competitors in a product feature sense

Difficulty: Hard
Lehmann - Chapter 02 #17

18. This level of competition is based on products or services with similar features and is the "traditional" approach to determining the composition of a competitive set.
(p. 35)
- A. Product form
 - B. Generic competition
 - C. Budget competition
 - D. Market share
 - E.** Product category

Difficulty: Medium
Lehmann - Chapter 02 #18

19. Which of the following levels of competition is longer term and focuses on substitutable product categories?
(p. 36)
- A.** Generic competition
 - B. Product form competition
 - C. Product type competition
 - D. Product category competition
 - E. Brand category competition

Difficulty: Easy
Lehmann - Chapter 02 #19

20. Generic competition
(p. 36)
- A. Is the narrowest view of competition
 - B. Only considers products that "look" the same as the product or service in question
 - C.** Defines the market as consisting of those products and services fulfilling the same customer need
 - D. Is the most convenient definition of competition
 - E. Provides an extremely short term focus

Difficulty: Hard
Lehmann - Chapter 02 #20

21. This is the broadest view of competition.
(p. 38)
- A. Generic competition
 - B.** Budget competition
 - C. Product category competition
 - D. Product form competition
 - E. Brand form competition

Difficulty: Easy
Lehmann - Chapter 02 #21

22. This view of competition considers all products and services competing for the same customer dollar as forming a market.
(p. 38)
- A. Product category
 - B. Product form
 - C. Market share
 - D. Generic
 - E.** Budget

Difficulty: Easy
Lehmann - Chapter 02 #22

23. Budget competition
(p. 38) **A.** Is very difficult to implement strategically
B. Is the narrowest view of competition
C. Is defined as consisting of those products and services fulfilling the same customer need
D. Is based on those products or services with similar features
E. considers only those products that "look" the same as the product or service in question

Difficulty: Medium
Lehmann - Chapter 02 #23

24. Web-based _____ seek(s) to bundle disparate services that fulfill a customer's needs for a particular transaction.
(p. 39) A. Segmentation
B. Stratification
C. Metamediaries
D. Super-sites
E. Conglomerates

Difficulty: Easy
Lehmann - Chapter 02 #24

25. Travelmate is an online travel solutions website. Its most direct competitors are travel agents. This site also offers links to financing, insurance and other services bringing in competitors from other categories. Travelmate can be BEST considered as a(n)
(p. 39) **A.** Metamediary
B. Network service
C. Internet service provider
D. Server
E. Market segment

Difficulty: Hard
Lehmann - Chapter 02 #25

26. At the product form competitive level, the product manager must convince customers that the _____ is/are better than others in the product form.
(p. 40) A. Generic benefits
B. Product category
C. Product form
D. Brand
E. Product features

Difficulty: Medium
Lehmann - Chapter 02 #26

27. Identify the level of competition where the product management task involves convincing customers that their product category is the best way to satisfy needs.
(p. 40) A. Product category
B. Product form
C. Brand
D. Generic
E. Budget

Difficulty: Medium
Lehmann - Chapter 02 #27

28. At the _____ level of competition, the product manager must convince customers that the generic benefits are the best way to spend their discretionary income.
(p. 40) **A.** Budget
B. Product form
C. Product category
D. Generic
E. Consumer

Difficulty: Medium
Lehmann - Chapter 02 #28

29. Generic competition is most critical when
(p. 40)
- A. Competition is focused on rival brands in the same category
 - B. Competition is focused on rival product forms
 - C. A totally new product category is introduced**
 - D. The market has reached maturity
 - E. The market is saturated

Difficulty: Hard
Lehmann - Chapter 02 #29

30. As a firm moves from product form to budget competition
(p. 41)
- A. The focus upon brand name competition intensifies
 - B. The marketing budget is typically reduced
 - C. It faces a similar competitor pool
 - D. Customer targets tend to change**
 - E. The needs to be satisfied become more specific

Difficulty: Hard
Lehmann - Chapter 02 #30

31. The managerial judgment approach, to assessing the set of competitors is most likely to use all of the
(p. 44-45) following to develop judgments about the sources of present and future competition, EXCEPT
- A. Experience
 - B. Salesperson call reports
 - C. Distributors
 - D. Company sources
 - E. Commercial data services**

Difficulty: Easy
Lehmann - Chapter 02 #31

32. Identify the two alternative approaches to assessing the set of competitors.
(p. 45)
- A. Market determined parameters and Standardization
 - B. Managerial judgment and Customer-based evaluation**
 - C. Regulatory definitions and Market determined parameters
 - D. Benchmarking and Standardization
 - E. Managerial judgment and Sales definitions

Difficulty: Easy
Lehmann - Chapter 02 #32

33. External sources of information, such as commercial data services and the Standard Industrial
(p. 45) Classification code used by the U.S. government, define competition based on
- A. Physical product similarities**
 - B. Managerial judgment
 - C. Customer-based evaluation
 - D. Behavioral attributes
 - E. Customer judgments

Difficulty: Medium
Lehmann - Chapter 02 #33

34. The use of predefined categories for defining competitive sets, provided by commercial data services
(p. 45) and/or the US government, could completely overlook
- A. Product form competitors
 - B. Product category competitors
 - C. Generic and budget competitors**
 - D. Product feature competitors
 - E. Product value competitors

Difficulty: Medium
Lehmann - Chapter 02 #34

35. (p. 47) A key source of purchase data used in consumer packaged goods applications is data collected from
- A. Web cameras
 - B. Document scanners
 - C. Monitors
 - D. Electronic scanners**
 - E. Social networks

Difficulty: Easy
Lehmann - Chapter 02 #35

36. (p. 47) Identify the INCORRECT statement pertaining to electronic scanners "reading" UPC codes at the point-of-purchase.
- A. They provide fast, accurate behavioral data
 - B. They are best used for gathering data on infrequently purchased infrastructural goods**
 - C. They are used to estimate sales and market shares for brands
 - D. They are useful for identifying patterns of repeat brand purchases and brand switching
 - E. They are widely used in the consumer packaged goods industry

Difficulty: Easy
Lehmann - Chapter 02 #36

37. (p. 49-50) All of the following are problems with using purchase data to understand product form and category competition EXCEPT that
- A. Brand switches occur across complements as well as substitutes
 - B. They represent what consumers actually do, not what they might do**
 - C. The data collected are often at the household level
 - D. Brand switch for variety may be mistakenly inferred as switch due to substitutability
 - E. Observed brand switching could be due to different household members' preferences

Difficulty: Hard
Lehmann - Chapter 02 #37

38. (p. 49-50) The percentage change in one brand's sales compared to a percentage change in a marketing variable for another brand, such as price is known as
- A. Cross-elasticity**
 - B. Cross-substitutability
 - C. Cross-complementation
 - D. Cross-purchasing
 - E. Cross-marketing

Difficulty: Easy
Lehmann - Chapter 02 #38

39. (p. 50) If a cross-elasticity with respect to price is positive, then the two brands or products in question are considered to be
- A. Competitive**
 - B. National brands
 - C. Home brands
 - D. Accommodative
 - E. Monopolistic

Difficulty: Easy
Lehmann - Chapter 02 #39

40. (p. 52) This approach of estimating competition from customer judgments, asks customers to take a large set of products and divide them into groups of items that can be substituted for one another and then to judge the similarity of the products in each group.
- A. Judged overall similarity
 - B. Similarity within consideration sets**
 - C. Product deletion sets
 - D. Substitution in use sets
 - E. Perceptual mapping

Difficulty: Easy
Lehmann - Chapter 02 #40

41. The usefulness of the consideration set concept is limited because of all of the following reasons, EXCEPT:
- A. Due to sets changing from one purchase occasion to another
 - B. By variability across customers
 - C. By variability across distribution channels
 - D. By the fact that such sets are dynamic over time
 - E. Because of the static nature of these sets**

Difficulty: Medium
Lehmann - Chapter 02 #41

42. This approach to defining competition is based on customer reaction to product unavailability.
- A. Judged overall similarity
 - B. Similarity within consideration sets
 - C. Product deletion**
 - D. Substitution in use
 - E. Perceptual mapping

Difficulty: Easy
Lehmann - Chapter 02 #42

43. In the early growth stages of a product, particularly a new technology, _____ competition must be defined since a large part of the marketing task is to convince customers to substitute a new product for an existing one that was previously satisfying their needs.
- A. Product form
 - B. Generic**
 - C. Budget
 - D. Product category
 - E. Product feature

Difficulty: Medium
Lehmann - Chapter 02 #43

44. In mature markets, the focus should generally be on _____ competitors to best assess whether or not to stay in a market.
- A. Product form**
 - B. Generic
 - C. Budget
 - D. Nonspecific
 - E. Broad

Difficulty: Medium
Lehmann - Chapter 02 #44

45. Ultimately products and services do not compete against one another; companies do. This firm versus firm competition is best known as
- A. Generic competition
 - B. Enterprise competition**
 - C. Product form competition
 - D. Category competition
 - E. Budget competition

Difficulty: Easy
Lehmann - Chapter 02 #45

46. Identify the various criteria that can be used for defining competitors. Why must the product/brand manager be concerned with competition within the firm as well as outside it?

Competition can exist for customers in terms of their budgets, when they use a product and benefits sought. Competition is also related to marketing activities such as advertising and distribution. Resource-based and geographic-based competition also exists. Product/brand managers must compete with their peers to obtain the scarce resources needed to support the offering(s) for which they are responsible. Such competition is often used to evaluate current product/brand managers for advancement.

Difficulty: Easy
Lehmann - Chapter 02 #46

47. How should the firm define its competition? Why is this decision critical to success?
(p. 33-38)

The definition of competition may be as specific as rival brands of the same—or very similar products/services or as all-encompassing as any item that may attract funds the consumer may have spent on the firm's offerings. If defined too narrowly, a firm may overlook serious threats completely—if defined too broadly, the results are useless for strategic planning.

Difficulty: Medium
Lehmann - Chapter 02 #47

48. BREIFLY describe the four basic perspectives that may be used to define competition.
(p. 33-38)

Product form, the narrowest form of competition, identifies as competitors only those offerings which pursue the same segment(s) with highly similar/identical features/values. Product category competition is based on the industry in which the firm competes. Generic competition is defined as being comprised of those products/services that fulfill the same customer need. Budget competition, the broadest view, considers all products and services as competitors for the consumer's discretionary disposable income.

Difficulty: Medium
Lehmann - Chapter 02 #48

49. What different set of tasks must be accomplished at each level of competition for a product to be successful in the market?
(p. 40)

Under product form competition, customers must be convinced that the brand is better than others of that product form. Product category competition requires the customer to be convinced that the firm's product is the best in its category. In generic competition, customers must be persuaded that the product category is the best way to satisfy needs. Under budget competition, customers must believe that the generic benefits are the best use for their discretionary income.

Difficulty: Easy
Lehmann - Chapter 02 #49

50. Describe the various methods for determining competitors. Analyze their usefulness.
(p. 44-53)

The easiest way to define competition is to use the predefined categories provided by a commercial data service as the definition of the competitive set. The standard industrial classification code used by the U.S. government can also be used to get external definitions. External sources of information define competition based on physical product similarities and relying exclusively on these categorizations overlooks both generic and budget competitors. Two alternative approaches to assessing the set of competitors are: managerial judgment and customer-based evaluation. Managerial judgment and behavior-based customer data are useful mainly for developing product form and product category markets.

Difficulty: Medium
Lehmann - Chapter 02 #50

ch02 Summary

<u>Category</u>	<u># of Questions</u>
Difficulty: Easy	21
Difficulty: Hard	7
Difficulty: Medium	22
Lehmann - Chapter 02	50