



- \_\_\_\_\_ 2. Personal-selling skills become more important when customers (a) know exactly what they want, (b) try to satisfy their basic needs, (c), are making rational buying decisions, (d) seek to meet their upper-level needs.
- \_\_\_\_\_ 3. The physical characteristics or capabilities of a product or service are called (a) benefits, (b) features, (c) add-ons, (d) options.
- \_\_\_\_\_ 4. Using the phone to market your product is called (a) visual marketing, (b) telemarketing, (c) spam, (d) annoying.
- \_\_\_\_\_ 5. Which of the following is not a rational buying motive? (a) Safety, (b) Product quality, (c) Protection (d) Convenience.
- \_\_\_\_\_ 6. The first step in the consumer decision-making process is to (a) identify solutions, (b) define the problem, (c) gather information, (d) evaluate alternatives.
- \_\_\_\_\_ 7. Contests, coupons, free samples, and rebates are examples of (a) telemarketing, (b) sales promotion, (c) publicity, (d) advertising.
- \_\_\_\_\_ 8. The use of logos or signs to market your product or service is called (a) spamming, (b) junk calling, (c) phishing, (d) visual marketing.

**Problem Solving**

- 1. In the table below, identify three products you or your family recently purchased. List some features and benefits of each product.

Product	Features	Benefits

- 2. You are a salesperson in a mobile phone store. The brand-new Yakker 6800 Mobile Phone has all of the features listed in the table below. A customer has entered the store and is interested in the Yakker 6800. Associate each of the product features with a possible corresponding benefit for this customer.

Features	Benefits
Unique and Innovative Design	
Ultra High-Resolution Color Display	
Compact Size	
High Megapixel Camera	
Synchronize Data Wirelessly	
Speed Dial	