

The crosses (X) relate the items with the chapter topics. Sheet 1 covers Chapters 1 to 11 while Sheet 2 covers Chapters 12 to 22

ITEMS	PRIMARY CONCEPT	CHPT 1	CHPT 2	CHPT 3	CHPT 4	CHPT 5	CHPT 6	CHPT 7	CHPT 8	CHPT 9	CHPT 10	CHPT 11
1 - Archipelago Table Mat	Product Education	X				X				X		X
2 - Bloomerang Hanger	Business Model		X		X							X
3 - Beijing Olympic 2008 Merchandise	Marketing Communications			X								X
4 - Pilot Pen	Product					X						X
5 - Brand's Essence of Chicken	Branding and Packaging					X					X	X
6 - Prima Taste Sauce	Product Functions									X		X
7 - Post It 3-in-1	Product Development	X								X	X	
8 - Trexi Character	Product Design										X	
9 - Muji Cookie Cutter	Product Usage	X								X	X	
10 - Asahi Beer	Social Responsibility	X			X	X						X
11 - Singapore Tourism Advertising	Advertising											
12 - Sheng Siong Advertisement	Advertising					X						

ITEMS	PRIMARY CONCEPT	CHPT 12	CHPT 13	CHPT 14	CHPT 15	CHPT 16	CHPT 17	CHPT 18	CHPT 19	CHPT 20	CHPT 21	CHPT 22
1 - Archipelago Table Mat	Product Education							X				
2 - Bloomerang Hanger	Business Model								X			
3 - Beijing Olympic 2008 Merchandise	Marketing Communications							X	X			
4 - Pilot Pen	Product							X	X			
5 - Brand's Essence of Chicken	Branding and Packaging											
6 - Prima Taste Sauce	Product Functions				X						X	
7 - Post It 3-in-1	Product Development										X	
8 - Trexi Character	Product Design							X	X			
9 - Muji Cookie Cutter	Product Usage											
10 - Asahi Beer	Advertising								X			
11 - Singapore Tourism Advertising	Advertising							X	X		X	
12 - Sheng Siong Advertisement					X				X			