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## QUESTIONS CHAPTER NINE

1. Given the difficulties inherent in repositioning French wine, how would you change and/or augment the campaign that was discussed at the outset of this chapter. In preparing your answer, consider the dimensions on which consumers perceive French wine(s) versus the wines of other nationalities.
2. What are the major differences between physical and perceptual product positioning? Under what conditions would a firm be satisfied with simply a physical-position exercise? What kinds of firms would practice this kind of positioning? What dangers are involved?
3. Exhibit 9.3 compared the Ford Expedition and GM's Suburban on a number of physical attributes. From the data presented, it would appear that the GM product is a better buy and that GM should focus in its promotions on its superiority in its cargo capacity, engine, and length. Is this a good idea? Why or why not?
4. What exactly does perceptual positioning accomplish for a consumer goods firm? For an industrial goods firm?
5. What determines the *intensity* of a product's perceived position in the marketplace? What might be done to increase the intensity of the position of a brand that currently holds a relatively small market share, such as Saab in the automobile market?
6. What is meant by a *determinant attribute* for a given product? Explain why the identification of such attributes is so important. What would be an example of a determinant attribute for the following products and services?
  - a. A cruiseline.
  - b. A laptop computer.
  - c. French wine.
  - d. Sportswear.
  - e. A hospital.
  - f. A liberal arts college.
  - g. A tractor.
7. Exhibit 9.7 is a perceptual map of women's-clothing retailers in Washington, D.C., which shows the ideal points of a given segment of consumers. What is an *ideal point* and how is it determined? How can it be used in relation to the development of a strategic marketing plan?
8. For a high-quality women's-clothing retailer like Nordstrom, what would be the best market position strategy to adopt? Why?
9. In terms of positioning strategy, what is the rationale for the fact that Nabisco offers many different brands within the cracker category, each of which is perceived as being only slightly different from the others? What are the advantages and limitations of such a strategy?