
QUESTIONS CHAPTER ELEVEN

1. What are the major want-satisfying benefits that customers are likely to receive from the following products?
 - a. Cars.
 - b. Motorcycles.
 - c. Raincoats.
 - d. Contribution to a local charity.
 - e. Reading a book about the life of Gandhi.
2. Some men consider a business suit a shopping good, while others view such a product as a specialty good. How are the shopping and purchase behaviors of the two groups likely to differ? Why?
3. A large over-the counter drug company developed a new mint-flavored dentifrice that would retard the development of plaque. The firm's marketing department was uncertain of how to best position the new product—as a convenience or a specialty item. If they decided to market it as a convenience good, what are the product-line, price-distribution, and promotion implications versus marketing it as a specialty good?
4. Suppose you are the marketing manager for Ralph Lauren's line of designer women's fashions. You believe that your products are specialty goods in the eyes of most potential customers. What does this fact imply for each of the following areas of your strategic marketing program?
 - a. Price policy.
 - b. Distribution.
 - c. Promotion.
5. The Pontiac division of General Motors has adopted a market targeting strategy aimed at the peripheral segment of the automobile market consisting of younger consumers who are interested in sporty and expressive cars. How has this strategy affected the division's decisions concerning the breadth of its product line and the design and features of individual products in its line?
6. In recent years more companies have considered seriously adopting a global strategy. What is meant by a *global strategy*? Why are companies giving more thought to adopting such a strategy? What does a company have to be able to do to successfully implement such a strategy?
7. Over the past decade the Japanese have developed a reputation for making high-quality cars—particularly when compared with American cars. What quality dimensions did they emphasize versus those emphasized by American car manufacturers? What are the alternative ways American car companies could have responded to the Japanese success?
8. Large discount organizations in the United States such as Wal-Mart are increasing their emphasis on store brands. What is meant by a store brand—sometimes referred to as a private label? Why are such companies making this decision? How should the manufacturers of national brands respond?

- 9.** Should Wal-Mart adopt a family branding strategy as it expands the number and type of its private labels? What would it possibly gain in so doing? What are the dangers in adopting such a strategy?
- 10.** When Honda introduced a line of luxury cars to the U.S. market, it decided to use a new brand name, Acura, along with a new and independent dealer network and marketing program, rather than treating the new cars as part of the Honda line. What were the advantages and disadvantages of this branding strategy?
- 11.** Even though the firm decided not to use the Honda brand when it introduced the new models described in question 10, the introduction can still be seen as an attempt to stretch the company's product line. What do you think motivated this strategic move? What risks were involved?
- 12.** Doctors, lawyers, and other professionals have become increasingly active in recent years in marketing their services. Which unique characteristics or concerns make such professional services different from tangible products? What are the implications of those differences for the design of effective marketing programs for professional services?
- 13.** A large U.S. law firm that serviced a number of U.S. headquartered business firms has received increasing pressure to globalize its activities by opening offices in Europe, Japan, Mexico, and South America. Discuss problems the company may face in going "global."
- 14.** The World Wide Web can offer considerable opportunities for manufacturers of farm equipment such as tractors, combines, and harvesters to better serve their customers. Discuss the various ways in which the WWW can help such manufacturers better meet customer needs.