Pearson Edexcel

GCSE (9-1)

Theme 2.2.1 Retrieval Resource: Product Business



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Retrieval Quiz - 2.2.1 (Part 1): Product

Questions:

1. Which **two** of the following are elements of the design mix?

A Advertising

B Cost

C Function

D Packaging

E Product Knowledge

2. Give **one** drawback to a business if it improves the function element of the design mix.

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3. Identify the name of Phase 3 in the product life cycle.

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4. Give **two** extension strategies that could be used to prolong the life cycle of a product.

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5. Give **two** ways how a business could differentiate a service.

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Answers:

1. B and C

2.

- Cost of manufacture may increase
- May not add value
- May alienate existing customers/lower sales
- The customers may not like the new features

3. Maturity

4.

- Add new features to the product
- Change packaging
- Increase advertising
- Lower price
- Target a new/different market segment

5.

- Change the service to meet precise customer needs
- Exceed customer expectations
- Improve the speed of service
- Make it more customer focused
- Provide after-sales care