

1) Which one of the following statements is *not* accurate regarding Alphabet Inc.?

- A) The company's core search and ad-driven businesses are still called Google.
- B) The company's semi-secret research division is known as the Moonshot Laboratory.
- C) The company also owns Advanced Technology and Projects (ATAP), which focuses on mobile applications.
- D) Samsung and several other handset manufacturers use its Android smartphone operating system.
- E) Alphabet has also made a number of strategic acquisitions, including video-sharing site YouTube and the Internet of Things thermostat brand Nest.

Answer: C

Difficulty: 2: Moderate

Chapter LO: 10.1: Review the basic product concepts that underlie a successful global marketing product strategy.

AACSB: Application of knowledge

2) Generally speaking, which of the following statements is true concerning product attributes?

- A) Tangible product attributes are more important than intangible ones.
- B) Intangible product attributes are more important than tangible ones.
- C) Both tangible and intangible product attributes are important.
- D) Neither tangible nor intangible product attributes are important.
- E) A product has more attributes than tangible and intangible ones.

Answer: C

Difficulty: 2: Moderate

Chapter LO: 10.1: Review the basic product concepts that underlie a successful global marketing product strategy.

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3) Many American car buyers perceive Korean cars as:

- A) durable.
- B) cheap.
- C) reliable.
- D) of high quality.
- E) a good investment.

Answer: B

Difficulty: 2: Moderate

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Test Bank Tb Basic Marketing

Robert R. Redfield



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