

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

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

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# Test Bank Tb Basic Marketing

**Siddappa N.Byrareddy**



## **Test Bank Tb Basic Marketing:**

## Enjoying the Song of Appearance: An Psychological Symphony within **Test Bank Tb Basic Marketing**

In a world taken by screens and the ceaseless chatter of instant connection, the melodic elegance and emotional symphony produced by the written term often fade in to the background, eclipsed by the constant sound and disruptions that permeate our lives. Nevertheless, set within the pages of **Test Bank Tb Basic Marketing** a marvelous literary treasure overflowing with fresh thoughts, lies an immersive symphony waiting to be embraced. Constructed by an elegant composer of language, this charming masterpiece conducts readers on a mental trip, skillfully unraveling the concealed songs and profound affect resonating within each cautiously constructed phrase. Within the depths of the emotional examination, we will investigate the book is key harmonies, analyze their enthralling publishing style, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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