**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | A positioning map is a visual representation of the positioning of competing products. |
| 2. | \_\_\_F\_\_\_\_ | Price is an ineffective strategy for positioning or differentiating a product or brand. |
| 3. | \_\_\_T\_\_\_\_ | A positioning strategy that can be used to distinguish a company’s products from those of competitors is differentiation. |
| 4. | \_\_\_F\_\_\_\_ | Misleading consumers about product features is an example of a positioning error. |
| 5. | \_\_\_T\_\_\_\_ | Fashion brands could be positioned as luxury, premium, or designer. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_D\_\_\_\_1. \_\_\_\_\_\_\_\_\_ is a marketer’s plan for changing consumers’ perceptions of a brand in comparison to competing brands

about customers to improve business decision making.

a. Product differentiation b. Product Management

c. Marketing strategy d. Repositioning

\_\_\_B\_\_\_\_ 2. What is USP?

a. Ultimate Sales Promotion b. Unique Selling Proposition

c. Unique Sales Promotion d. Both b and c

\_\_\_C\_\_\_\_ 3. \_\_\_\_\_\_\_ is used when products, services or brands are grouped together in a visual representation to compare in

relation to one another.

a. Marketing Mix b. SWOT analysis

c. Positioning Map d. All of the above

\_\_\_A\_\_\_\_ 4. Tesla’s placement as an eco-friendly, electric vehicle would be an example of:

a. Positioning b. Repositioning

c. Differentiation d. All of the above

\_\_\_A\_\_\_\_ 5. Taco Bell invested greatly in improving the consumer experience at its restaurants, including upgrading the interior design by developing new concepts that better represented the local community in favor of the stale, cookie-cutter restaurant designs used in the past is an example of \_\_\_\_\_\_\_\_

a. Repositioning b. Positioning

c. Differentiation d. None of the above

## SHORT ANSWER (2 questions)

1. Describe how Dollar Shave Club has positioned itself against its competitors.

The company’s positioning strategy focuses on the low cost of its product relative to competing products benefits from “place” with its subscription-based model, making it easy for its customers to receive the product by mail rather than make a trip to the store.

2. Provide two examples of positioning errors.

Intuit, the company behind TurboTax software, was sued for deceptive advertising and was forced to pay a hefty fine. As a result, the company was forced to discontinue advertisements suggesting TurboTax as “free”.

Volkswagen misled consumers with their April Fool’s marketing stunt, suggesting Volkswagen was all-in on electric vehicles, despite the company’s admission to criminal charges in an emissions resulting in consumer criticism forcing the company to make a public apology