

Name:

Date:

Class:

Lesson 9.1

Check Your Understanding

1. Explain the nature and scope of product management. How does it contribute to the success of a business? (9.1-1)

Answer:

2. Identify two examples of extended product features that may become part of the product mix strategy. (9.1-2)

Answer:

3. Explain the nature and scope of product planning. (9.1-3)

Answer:

4. Explain the nature of corporate branding including factors used by businesses to position corporate brands. (9.1-3)

Answer:

5. Why might a company build a prototype or minimum viable product? (9.1-3)

Answer: