

Name:

Date:

Class:

Lesson 9.1

Practice Your Understanding

1. For a home improvement store, categorize each of the following descriptions as either product mix, product line, or product item. (9.1-1)

- a. Honeywell 48" ceiling fan, white, Model #5287A

Answer:

- b. Paints, appliances, lumber, cleaning supplies, tools, fixtures

Answer:

- c. High gloss, semi-gloss, satin, eggshell, and flat-finish paints

Answer:

2. Point out three common features and one extended feature you may encounter when shopping for a new smartphone. (9.1-2)

Answer:

3. You are the owner of a local flower shop. The store is located near a walkable town center where many pedestrians pass by on a regular basis. You often greet those who pass by with a daily promotion flyer, and many enter the store to shop and look around. You have an extensive social media presence where you regularly interact with customers and purchase pay-per-click advertisements. On YouTube, you often post how-to videos. Based on this scenario, identify your customer touch points. (9.1-3)

Answer: