**Activity 2 – Branding/ USP quiz questions**

1. **What is a product?**
* Good or service offered for sale to customers.
* Good or service offered for free to customers.
1. **A product is a purely functional item and has no personality?**
* True
* False
1. **A product portfolio? (Pick two)**
* Spreads fixed costs.
* Increases risk.
* Decreases risk.
* Is cheaper to operate.
1. **What is product depth?**
* Variety of products in a product portfolio.
* Variety of products within a brand E.G Duracell.
1. **What is product breadth?**
* Variety of products in a product portfolio.
* Variety of products within a brand E.G Duracell.
1. **What is branding?**
* Name given to a product to help differentiate it from other similar products.
* The price of a product to help compete with similar products.
1. **Brands usually represent?**
* Price, features and benefits.
* Attributes, values, benefits and personality.
1. **Which of the following is an advantage of branding?**
* To increase the customer loyalty and elasticity of demand.
* To increase the amount of customers purchasing a product.
* To decrease costs for the product.
1. **Which of the following is a disadvantage of branding?**
* Loss of brand loyalty can increase sales for another product in the portfolio.
* Loss of brand value for one product can affect a whole range of similarly branded products.
1. **What is a unique selling point?**
* A product with features that can be used to separate it from the competition.
* A product with similar features to the competition with very little difference.
1. **Give an example of a product with a unique selling point?**
2. **How can you differentiate your product from the competition? – Give examples!**

**Activity 2 – Branding/ USP quiz questions**

1) What is a product?

• **Good or service offered for sale to customers.**

• Good or service offered for free to customers.

2) A product is a purely functional item and has no personality?

• True

• **False**

3) A product portfolio? (Pick two)

• **Spreads fixed costs.**

• Increases risk.

• **Decreases risk**.

• Is cheaper to operate.

4) What is product depth?

• **Variety of products in a product portfolio.**

• Variety of products within a brand E.G Duracell.

5) What is product breadth?

• Variety of products in a product portfolio.

• **Variety of products within a brand E.G Duracell.**

6) What is branding?

• **Name given to a product to help differentiate it from other similar products.**

• The price of a product to help compete with similar products.

7) Brands usually represent?

• Price, features and benefits.

• **Attributes, values, benefits and personality.**

8) Which of the following is an advantage of branding?

• **To increase the customer loyalty and elasticity of demand.**

• To increase the amount of customers purchasing a product.

• To decrease costs for the product.

9) Which of the following is a disadvantage of branding?

• Loss of brand loyalty can increase sales for another product in the portfolio.

• **Loss of brand value for one product can affect a whole range of similarly branded products.**

10) What is a unique selling point?

• **A product with features that can be used to separate it from the competition.**

• A product with similar features to the competition with very little difference.

11) Give an example of a product with a unique selling point?

**Dyson bag less hoover.**

12) How can you differentiate your product from the competition? – Give examples!

**• Methods of promotion – creating a personality for the product;**

**• Packaging – eco-packaging;**

**• Form – making your products look different from the competition;**

**• The provision of add-ons – Kia cars have a seven year warranty;**

**• Quality and reliability – these are features which can be emphasised (for example, BMW and Rolls Royce cars).**