

Name: _____ **Date:** _____

Chapter 26: Base knowledge worksheet

Full sentence answers are **not** required: SL 39 marks, 39 minutes

HL 39 + 11 marks, 50 minutes

- 1 What is a consumer durable? Give an example. (2)

- 2 What does 'product mix' mean? (2)

- 3 List **five** stages (arranged in order) in the process of developing a new product. (5)
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- 4 Draw and label a graph of the stages of the product life cycle. Add a line to represent the effect of an extension strategy. (7)

- 5** List **five** possible extension strategies. **(5)**
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- 6** Explain the main problem that a product with a very short life cycle may have. **(2)**
- 7**
- a** Draw the Boston Consulting Group (BCG) Matrix. **(4)**
- b** Label the four different quarters of the matrix with the correct BCG names. **(4)**
- c** Add the following labels:
- \$ in the quarter with the highest positive cash flow **(1)**
 - \$ in the quarter with the biggest negative cash flow **(1)**
 - P in the two quarters with heavy promotional costs **(2)**
- d** Label each quarter with the name of the product life cycle stage it best reflects. **(4)**

8 (HL) List four advantages of branding.

(4)

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9 (HL) Identify the main feature of each of the following types of branding:

(4)

- family
- product
- company
- own label.

10 (HL) Give **two** advantages and **one** disadvantage of own-label branding.

(3)

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