

Hempstead High School

MARKETING: Section 4

Lesson 3-4 Quiz A (First Video)

Due Date: October 31, 2024

Instructor: Merrill Kazanjian

Name: _____

Score: / 100

Question 1

/1

According to the video what is economic utility?

- The cost of a product or service
- The parts of a product or service that make us want to buy it
- The satisfaction a consumer receives from using a product or service
- The usability of a product

Question 2

/1

What is an example of form utility from the video?

- Reusing water bottles to store lemonade
- A can of Arizona Iced Tea that saves you from bees
- A Halloween store that opens seasonally
- A bank that stays open in the evening

Question 3

/1

Which type of utility is defined as making a product available when the customer wants it?

- Form utility
- Time utility
- Possession utility
- Place utility

Name: _____

Question 4

/1

What is an example of time utility mentioned in the video?

- Refrigerators near checkout counters
- A dental office that accepts appointments on weekends
- Reusable water bottles for lemonade
- Halloween stores opening right around Halloween

Question 5

/1

What does place utility refer to in the video?

- Charging a flat price for Arizona Iced Tea
- Refrigerated Arizona Iced Tea being conveniently located by the cashier
- Offering payment plans for cars
- Making products available at a certain time of day

Question 6

/1

What is possession utility?

- The cost of the product compared to similar products
- The usefulness of a product's design
- The convenience of having a product available in multiple locations
- The ease of paying for a product or service