**Answers**

1. a) Counseling sessions, a holiday destination, a sports celebrity

2. b) They offer the right product, at the right time, for the right price and under the right conditions

3. c) They generally have a short product life cycle with high profit margins

4. b) The Actual Product contains all the elements such as brand name, packaging, and quality that marketers bring together in order to be able to deliver the product

5. a) The same product sold in the same location can be considered both a Consumer Product and a Business-to-Business Product

6. d) All of the above

7. c) A group of products that are closely related to each other

8. b) Growth; Competitors are also aware of the product and offer alternatives

9. c) Consistent product, reduced cost, easier coordination

10. d) Brand extension offers companies the opportunity to introduce new products at relatively lower advertising cost, more quickly, and with less risk

11. d) All of the above

12. a) change in branding; change in positioning

13. c) Reposition

14. a) Increased marketing efforts