1) Explain the four major steps in designing a customer-driven marketing strategy.

2) Explain the concept of positioning for competitive advantage.

3) Listing them in the proper order, what are the stages in the buyer decision process? Describe each.

4) A consumer's behavior is influenced by social factors, such as the consumer's small groups, family, and social roles and status. Explain the differences among these social factors.

5) Compare product mix width, length, consistency, and depth.

6) Services are characterized by four key characteristics. Name and describe these four characteristics.

7) Briefly describe the steps in the new-product development process.

8) Define commercialization. Explain the two important issues on which the company must decide during this stage

9) Discuss the importance of consumer perceptions of value and costs to setting prices.

10) Compare oligopolistic competition with a pure monopoly.