



JA Titan[®]

Answer Key:

1. If a product is in the decline phase of the product life cycle:
 - b. It might have been replaced by an improved product from a competitor
2. Resources needed for production such as wages, fuel, and raw materials are:
 - b. Variable costs
3. Jeff is foreman for an automobile factory. If his factory can produce a maximum of 1600 cars per month and is most efficient when producing at 80 percent of factory capacity, what is the best rate of production?
 - c. 1280 cars/month
4. What strategy is likely to result in a short-term effect on profit?
 - a. Lowering price below competition
5. In a product life cycle, the product sells the most at the _____ phase.
 - c. Maturity
6. The Four P's of marketing include:
 - c. Product, price, place, and promotion