

Characteristics of Products

Name: _____ Date: _____

Part 1

The experience of going to a sporting event involves the purchase and use of many products. Below is a list of products or product categories. After each product, list all of the following terms that apply:

good, service, idea, tangible, intangible, inseparable, variable, perishable, consumer product, business product

1. Tickets to the game _____

2. Caps, pennants, T-shirts, and other souvenirs _____

3. Arena expenses (light, sanitation, maintenance, security) _____

4. Food _____

5. Intermission entertainment _____

6. Intermission prizes _____

7. TV broadcast of game _____

8. Parking and shuttle bus service _____

Part 2

Imagine that you are a product developer. Answer the questions for each of the three products.

A. Dinner-dance to benefit art education

1. Is your product a good, service, or idea? _____

(Continued)

2. Your product can come in three quality levels. Describe them in terms of features and options.
Value quality: _____
Moderate quality: _____
Premium quality: _____
3. Describe three possible target markets and the quality level that would be best for each.

B. Refrigerators

1. Is your product a good, service, or idea? _____
2. Your product can come in three quality levels. Describe them in terms of features and options.
Value quality: _____
Moderate quality: _____
Premium quality: _____
3. Describe three possible target markets and the quality level that would be best for each.

C. Remodelling homes to make them accessible to people with physical challenges

1. Is your product a good, service, or idea? _____
2. Your product can come in three quality levels. Describe them in terms of features and options.
Value quality: _____
Moderate quality: _____
Premium quality: _____
3. Describe three possible target markets and the quality level that would be best for each.

