

Putting a Handle on the Tomato

Quiz

1. Why repackage or reposition your products?

- a. Take advantage of new sales opportunities
- b. Promote alternative product attributes
- c. Create new strategies to invite customer sales
- d. Satisfy customer needs or perceptions
- e. All of the above

2. Match the positioning focus with the appropriate attributes:

	Product	Corporate	Customer
Image is reliable and consistent		XX	
“ownership” of product and product knowledge	XX		
Always looking for feedback and responsive to it			XX

3. How can the internet best help sell food products? (Circle all that apply)

- a. Help establish product positioning
- b. Engage consumers
- c. Provide a transaction marketplace
- d. Disseminate information

4. When a crisis occurs in your industry, you should:

- a. Respond to all questions, even if the answer is “I don’t know”
- b. Refrain from speculation or responding to rumors
- c. Use and refer to knowledgeable resources
- d. Spin the story to explain how your business is safe and responsive
- e. All of the above

5. When a crisis occurs with your own product or business, you should:

- a. Assure your customers that the news is false
- b. Be in front of the story and explain what you are doing to correct the problem
- c. Blame others to deflect media attention
- d. Avoid all media and your customers

- 6. In response to new competition, you should:**
- a. Analyze what the actual impact may on your business
 - b. Review your knowledge of your customers and focus on that
 - c. Remember that not all competition is bad
 - d. All of the above