**POSTTEST**

**Part I**

**Directions:** Identify the correct answer to each of the following questions. Use a separate sheet of paper to record your responses.

**Objective A**

 1. A unique selling proposition is an attribute of your product or brand that

 a. separates your business from competitors.

 b. relates only to your pricing strategy.

 c. can be found anywhere.

 d. shows why customers should buy elsewhere.

 2. The benefit that a USP communicates to a customer is

 a. nonspecific. c. one of a kind.

 b. tangible. d. monetary.

 3. A migraine medication’s USP communicates that it contains the safest ingredients. This USP is related to

 a. pricing strategy. c. guarantee.

 b. offer. d. product features.

 4. A USP can improve the performance of a work team by

 a. building a lasting reputation. c. creating a unique product.

 b. providing a common goal. d. cutting through advertising clutter.

 5. USPs are particularly important in a company’s \_\_\_\_\_\_\_\_\_\_ function.

 a. purchasing c. human resources

 b. marketing d. finance

 6. Many companies use a USP as part of their overall \_\_\_\_\_\_\_\_\_\_ strategies.

 a. diversification c. positioning

 b. market dominance d. market segmentation

**POSTTEST** (cont’d)

 7. Marketers often condense USPs into short slogans because

 a. all work team members must memorize them.

 b. there cannot be product differentiation through any other means.

 c. a successful USP is always very short.

 d. customers tend to remember just one thing from an advertisement.

**Objective B**

 8. Which of the following is a characteristic of successful USPs:

 a. Easy to communicate c. Vague

 b. Meaningful to the company d. Short-lived

 9. Your target market is “poor” college students, so you base your USP on value pricing. This is an example of a USP that is

 a. meaningful to the customer. c. desirable and urgent.

 b. difficult to communicate. d. fulfillable.

 10. “Our product works great!” is an example of a USP that is not \_\_\_\_\_\_\_\_\_\_ enough.

 a. urgent c. specific

 b. fulfillable d. desirable

 11. If your company cannot fulfill its USP, it will

 a. spend more money. c. gain business.

 b. go bankrupt. d. lose credibility.

 12. If you change your company’s USP, customers are likely to

 a. become more loyal. c. purchase more products.

 b. become confused. d. become angry.

 13. Before building your company’s USP, ask yourself if

 a. you can afford the advertising costs.

 b. you already have one without realizing it.

 c. you really need one to be successful.

 d. there are any successful ones you can copy.

**POSTTEST** (cont’d)

14. A successful USP starts with

 a. a great product. c. loyal customers.

 b. reliable research. d. business cards.

 15. You should base your USP on reliable research into your company’s target market’s

 a. religion and work experience. c. age and gender.

 b. race and education. d. needs and wants.

 16. Which of the following is an effective way to conduct research on your company’s target
market:

 a. Talking to young people c. Brainstorming with your staff

 b. Advertising in the newspaper d. Hiring an accounting firm

 17. Ranking your company in relationship with your competitors helps you determine

 a. methods for copying them. c. how your company is unique.

 b. coming trends in your industry. d. how to correct your weaknesses.

 18. “Our video will improve your golf swing in just 14 days—or your money back.” This USP is
related to the

 a. guarantee and placement. c. product and pricing strategy.

 b. offer and guarantee. d. offer and placement.

 19. Which step in the process of identifying and building your company’s USP involves brochures, flyers, and signs?

 a. Integrating it into every aspect of your business

 b. Starting with a great product

 c. Conducting reliable research on your target market

 d. Ranking your company in relationship to competitors

 20. To guard your USP from competitors, you should

 a. print it in a foreign language. c. avoid letting it become public.

 b. make it difficult to understand. d. repeat it as much as possible.

**POSTTEST** (cont’d)

**Part II**

**Directions:** You’re starting a new company. Choose a *service business* you’re interested in (e.g., nail salon, dental office, bike repair, etc.). Identify your unique selling proposition
and put it into action.

**Company:**

**Product:**

**Target market:**

**Need fulfilled:**

**USP:**

**Ways USP to be communicated:**