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https://www.100test.com/kao_ti2020/459/2021_2022__E9_87_91_E8_9E_8D_E8_AF_8D_E6_c92_459903.htm product the product is the thing or service that is sold to the customer. feature a characteristic of a product that allows for better or easier use. for example, many cars now have airbags, that is a feature. benefit the value of a feature to a customer. if a car has an airbag, it is safer. that safety is a benefit. quality quality can be defined as the characteristic of a product of being suitable for a certain use, and not breaking down. warranty a guarantee of repair or replacement if a product breaks down. product life cycle a new feature of a product. in wider terms, it means a new thing or way of doing something that was not done or possible before. brand a group of products that share a name and set of characteristics. differentiation the process of seeing the differences among products. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com