Assignment 2

The due date for submitting this assignment has passed. As per our records, you have not submitted this assignment.

1. Packaging of cigarettes and other tobacco products remains warnings on potential health hazards of consuming the product. This is an example of companies responding to which component of their environment?
   - Technical
   - Legal
   - Economic
   - Ethical
   - None of the above
   - No, the answer is incorrect.
   - None of the above.
   - Accepted answer: Legal

2. What is the term used in Accenture’s matrix for identifying market share with existing products in existing markets?
   - Product development
   - Market penetration
   - Diversification
   - None of the above
   - Accepted answer: Market penetration
   - None of the above.

3. What is a key characteristic of a product that makes it stand out in its market?
   - Price
   - Quality
   - Brand
   - Packaging
   - None of the above
   - Accepted answer: Quality

4. According to the BCG matrix, a product having a high market share in a high-growth market is served as _________ and a product with low market share in a low-growth market is served as _________.
   - Star, Cash Cow
   - Star, Question mark
   - Cash Cow, Star
   - None of the above
   - Accepted answer: Star, Cash Cow

5. According to Porter’s five forces model, the ease of entry into a new market is higher when:
   - There are high barriers to entry
   - There are high costs of exit
   - There is intense competition
   - There is low differentiation
   - None of the above
   - Accepted answer: None of the above

6. According to the Porter’s five forces model, a new product is expected to be more successful when it has ________.
   - Low barriers to entry
   - High barriers to exit
   - Few competitors
   - Low competition
   - None of the above
   - Accepted answer: Low barriers to entry

7. A company is able to remain innovative in products through good R&D if it is a ________ while the probability of an increase in disparity is ________.
   - Leader
   - Challenger
   - Follower
   - Non-player
   - Accepted answer: Leader, Challenger

8. The strategy of a company is to compete in a small segment of customers by understanding their needs and wants. This can be categorized under which of the Porter generic strategies?
   - Cost leadership
   - Differentiation
   - Focus
   - None of the above
   - Accepted answer: Focus

9. A company should not pursue a strategy that is ________ while the probability of an increase in disparity is ________.
   - Strength, Threat
   - Opportunity, Weakness
   - Threat, Strength
   - None of the above
   - Accepted answer: Threat, Strength

10. The strategy of a company is to compete in a small segment of customers by understanding their needs and wants. This can be categorized under which of the Porter generic strategies?
    - Cost leadership
    - Differentiation
    - Focus
    - None of the above
    - Accepted answer: Focus