Unit 4 - Design, Launch, & Management of Market Offerings

Assignment 2
The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

**Due on 2019-02-13, 23:59 IST.**

1) This product characteristic explains why carpet or vacuum cleaners are not needed in countries where people like to sweep and mop the floor daily.

- Relative advantage
- Compatibility
- Observability
- Complexity

*No, the answer is incorrect.*

Score: 0

**Accepted Answers:**

*Compatibility*

2) In the five stages of innovation adoption process, consumers are interested about the innovation and actively seek information about the innovation in the __________ stage.

- Knowledge
- Decision
- Implementation
- Persuasion

*No, the answer is incorrect.*

Score: 0

**Accepted Answers:**

*Persuasion*

3) Identify the incorrect statement regarding the product life cycle.

- Profits from products remain same across the different stages of the life cycle
- Products usually have a limited life
- Each stage of the product life cycle presents different opportunities and problems to the seller
- At each stage, the product requires different functional strategies

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No, the answer is incorrect.
Score: 0

Accepted Answers: 
Profits from products remain same across the different stages of the product lifecycle

4) Which of the following is not an advantage experienced by pioneers of new product? 

- Pioneers are able to create high brand recall
- Pioneers take advantage of customer inertia as the customers continue to purchase the pioneer product
- Pioneers sometime launch products before the consumers are ready to accept the product
- Pioneers achieve economies of scale more quickly than followers

No, the answer is incorrect.
Score: 0

Accepted Answers: 
Pioneers sometime launch products before the consumers are ready to accept the product

5) When a new product can be easily duplicated, __________ is a better alternative for introducing the new product and when the product is very distinct from competitive offerings, __________ is the better alternative.

- Penetration, Skimming
- Skimming, Skimming
- Penetration, Penetration
- Skimming, Penetration

No, the answer is incorrect.
Score: 0

Accepted Answers: 
Penetration, Skimming

6) Which of the following is not true regarding marketing strategy at the growth stage of the product?

- Enter new market segments
- Expand distribution network
- Add new model and flanker products
- Exit current market

No, the answer is incorrect.
Score: 0

Accepted Answers: 
Exit current market

7) The customer category which has the highest opinion leadership and exhibits discrete and judicious adoption choices is:

- Innovators
- Early Adopters
- Early Majority
- Laggards

No, the answer is incorrect.
8) Typically profit is negative in which stage of the product life cycle?  
- Growth
- Maturity
- Introduction
- Decline

No, the answer is incorrect.

Score: 0
Accepted Answers: 
- Early Adopters

9) Identify the incorrect statement:
- New product ideas must be screened to determine which of the ideas match with the firm’s skill and competency
- An organization has to decide on the marketability and developability of a new product
- Concept testing is a representation of benefits of a new product expressed in words or pictures
- Cash flow should not be given much importance for developing a new product as all firms have sufficient cash

No, the answer is incorrect.

Score: 0
Accepted Answers: 
- Introduction

10) While determining the types of need that can be satisfied by a new product, considerations of price sensitivity, distribution needs and service needs relate to:
- Types of need
- Timing of need
- Controllable market elements
- Trial risks

No, the answer is incorrect.

Score: 0
Accepted Answers: 
- Controllable market elements