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Courses » Marketing Management - II Announcements **Course** Ask a Question Progress FAQ



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

Register for
Certification exam

Course outline

How to access
the portal ?

Practice

Recap of
Marketing
Management 1
and Introduction
to the Concept
of Product

Design, Launch,
& Management
of Market
Offerings

- Screening New Product Ideas
- Diffusion of Innovation
- Product Life Cycle and Introduction to Strategy
- Strategy for New Product Introduction
- Strategy for New Product Introduction - II
- Marketing

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. **1 point**

- 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. **1 point**

- Knowledge
- Decision
- Implementation
- Persuasion

No, the answer is incorrect.

Score: 0

Accepted Answers:
Persuasion

3) Identify the incorrect statement regarding the product life cycle. **1 point**

- Profits from products remain same across the different stages of the

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Solution
Assignment 2

**Brand
Management**

**Brand
Management II**

Pricing

Distribution

**Retail
Management
and Integrated
Marketing
Communications**

**Services
Marketing**

**DOWNLOAD
VIDEOS**

**Interaction
Session**

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? **1 point**

- 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. **1 point**

- 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? **1 point**

- 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: **1 point**

- Innovators
- Early Adopters
- Early Majority
- Laggards

No, the answer is incorrect.

Score: 0

Accepted Answers:

Early Adopters

8) Typically profit is negative in which stage of the product life cycle? **1 point**

- Growth
- Maturity
- Introduction
- Decline

No, the answer is incorrect.

Score: 0

Accepted Answers:

Introduction

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:

Cash flow should not be given much importance for developing a new product as all firms have sufficient cash

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: **1 point**

- Types of need
- Timing of need
- Controllable market elements
- Trial risks

No, the answer is incorrect.

Score: 0

Accepted Answers:

Controllable market elements



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