Assignment 3

The due date for submitting this assignment has passed.
Please see your course forum for any extensions.

1. The ___________________ are conservative investors who are usually against discontinuous innovations and believe for much of tradition than is progress.
   - Innovators
   - Laggards
   - Early majority
   - Late majority

2. In product life cycle maturity stage, the aim should be to:
   - Create product awareness
   - Maximize the market share
   - Defend market share and profits
   - Reduce expenditure

3. The ___________________ can be defined as situations in which potential customers are asked to respond to a product or product concept.
   - Market Testing
   - Market Surveys
   - All of the above
   - None of the above

4. Which of the following is not a judgment based forecasting method?
   - Sales force composite
   - Delphi
   - Regression
   - All of these

5. The ___________________ refers to complexity property of a new product.
   - Economies of scale
   - Differentiation
   - Learning curve
   - Early adopters, early majority

6. The curves in the Technology adoption life cycle is observed between ___________________ and ___________________.
   - Early adopters, early majority
   - Early majority, late majority
   - Late majority, Laggards
   - Innovators, early adopters

7. The business environment of a new technology perceived as standard for the mass market and the market witness extremely high growth.
   - Early adopters, early majority
   - New technology
   - Mature market new
   - Late majority

8. In the four roles in organizational change, the ___________________ believes in the idea, visualizes the benefits and obtains political and financial support.
   - Innovator
   - Spreader
   - Critic
   - Champion

9. The ___________________ are special, autonomous and executive groups within large organizations that focus on breakthrough products for the business.
   - New venture teams
   - Idea incubators
   - Skunkworks
   - None of these

10. A manufacturer with a product in the decline stage of the product life cycle might decide to ___________ if it has reason to hope that competitors will leave the industry.
    - Drop the product
    - Search for replacing the product
    - Start modifying the product
    - Continue with the product

Due on 2020-02-10, 23:59 IST.