Chapter 11 Quiz

1. Which category makes up the first 2.5% of people who adopt a product?
	1. Innovators
	2. Early Majority
	3. Late Majority
	4. Laggards

**Answer: A**

1. Which of the following is not a source of new-product ideas?
	1. Customers
	2. Employees
	3. Consultants
	4. Different industry distributors

**Answer: D**

1. Which of these is not part of the considerations taken in the business analysis stage?
	1. Demand
	2. Look
	3. Cost
	4. Profitability

**Answer: B**

1. How long does test marketing typically take?
	1. A couple of days
	2. A week
	3. A month
	4. A year or more

**Answer: D**

1. “The more complex the product, the slower is its diffusion” refers to which product characteristic?
	1. Complexity
	2. Trialability
	3. Relative Advantage
	4. Compatibility

**Answer: A**

1. What is the first stage in the product life cycle?
	1. Growth stage
	2. Introductory stage
	3. Maturity stage
	4. Decline stage

**Answer: B**

1. Which stage contains high failure rates?
	1. Introductory Stage
	2. Growth Stage
	3. Maturity stage
	4. Diffusion stage

**Answer: A**

1. Which of the following is a new Product Success factor?
	1. Ignoring customer wants.
	2. Vision of future market.
	3. Low leadership.
	4. Only a few mistakes in the product.

**Answer: B**

1. What are the two approaches for new product development?
	1. Brainstorming and focus group
	2. Screening and test marketing
	3. Commercialization and idea generation
	4. Development and test marketing

**Answer: A**

1. The four business analysis considerations are:
	1. Complexity, compatibility, relative advantage
	2. Innovators, early adopters, early majority, and late majority
	3. Demand, cost, sales, and profitability
	4. Production, trade announcements, customer advertising, and inventory buildup

**Answer: C**

1. What is the first filter in the product development process?
	1. Concept test
	2. Commercialization
	3. Test marketing
	4. Screening

**Answer: D**

1. The process by which the adoption of an innovation
	1. Screening
	2. Diffusion
	3. Production
	4. Brainstorming

**Answer: B**

1. What is the second step to the new-product development process?
	1. Test marking
	2. Development
	3. Idea generation
	4. Commercialization

**Answer: C**

1. WoodCurve is a small Etsy shop specializing in fanciful wood furniture, such as a bookshelf shaped like an inch-worm, and a bookshelf that looks like four teacups stacked inside each other. Scott makes each bookshelf and lists it on Etsy.
	1. Production Orientation
	2. Market Orientation
	3. Growth stage
	4. Diffusion

**Answer: A**

1. The Product-centric Statement for Wal-Mart is that they sell items at a discount. The Customer-centric Statement for Wal-Mart would be?
	1. High quality
	2. Helps people save money
	3. Luxury products
	4. Excellent customer service

**Answer: B**

1. The ultimate goal of a Sales-oriented firm is to:
	1. Help the environment
	2. Help society
	3. achieve profitability through sales volume
	4. Deliver high quality products

**Answer: C**

1. Market-Oriented firms:
	1. Make a profit by creating customer value
	2. Achieve profitability through sales volume
	3. Do not care about sales
	4. Focus solely on sales

**Answer: A**

1. The process by which the adoption of an innovation spreads is \_\_\_\_.
	1. Diffusion
	2. Innovation
	3. Adopting
	4. Laggards

**Answer: A**

1. Which of the following is not part of commercialization?
	1. Ordering materials
	2. Production
	3. Inventory buildup
	4. Diffusion

**Answer: D**

1. Which of the following about product failure is true?
	1. Products never fail
	2. Only badly planned products fail
	3. A large amount of developed and tested products fail
	4. Most products do not fail

**Answer: C**