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**