1. What refers to the process by which ideas are transformed into new offerings, including products, services, processes, and branding concepts that will help firms grow?

A. Market Saturation

B. Changing Customer Needs

C. Innovation

D. Managing Risk through Diversity

2. Products that establish a completely new market or radically change both the rules of competition and consumer preferences in a market are known as pioneers also known as \_\_\_\_\_

A. Innovation

B. Brand New

C. Breakthroughs

D. Customer Product Innovation

3. \_\_\_\_\_ are those buyers who want to be the first on the block to have the new product or service.

A. First thinkers

B. Early Birds

C. Innovators

D. Early Adopters

4. Which of the following is NOT one of the three phases of product development?

a. Prototype

b. Alpha Testing

c. Gama Testing

d. Beta Testing

5. Product life cycle defines the stages that products move through the marketplace. What is the correct stages that they move in?

a. Introduction, Growth, Maturity, Decline

b. Creation, Introduction, Growth, Maturity

c. Introduction, Maturity, Growth, Decline

d. Introduction, Creation, Growth, Decline

6. Which percent is laggards of the diffusion of innovation curve?

a. 34%

b. 13.5%

c. 16%

d. 2.5%

7. Which of these is not a source of ideas for new products?

A.    R&D efforts

B.    Licensing agreements

C.     Consumer research

D.    Geodemographic segmentation

E.     Brainstorming

8. Why is concept testing important?

 A.    It can help a firm refine the promotional plans

B.    It can reduce the potential loss of sales during the decline stage

C.     It can increase product development costs

D.    It can help a firm avoid the costs of unnecessary product development

E.     It can lead to immediate rollout of the final product

9. During the introduction stage sales are \_\_\_\_\_ and there are \_\_\_\_\_ competitors.

A. Profitable at the end; no

B. Profitable at the end; several

C. Very low; essentially no

D. Unprofitable; several

10. During the \_\_\_\_\_ stage of the product life cycle, firms attempt to reach new consumers by studying their preferences and producing many competing and different product variations.

A. Maturity

B. Growth

C. Decline

D. Introductory

11. In terms of their place on the diffusion of innovation curve, innovators are the \_\_\_\_\_category of consumers.

A. Third and Fourth

B. Second

C. Majority

D. First

12. During the maturity phase firms must defend their market share against who?

A. Competitors

B. Suppliers

C. Consumers

D. none of the above

13. What level of sales matches the Introduction stage of the product life cycle?

A. Low

B. Risking

C. Peak

D. Dropping

14. What level of sales matches the Growth stage of the product life cycle?

A. Low

B. Rising

C. Peak

D. Dropping

15. What level of sales matches the Maturity stage of the product life cycle?

A. Low

B. Rising

C. Peak

D. Dropping

16. What level of sales matches the Decline stage of the product life cycle?

A. Low

b. Rising

C. Peak

D. Dropping

17. Which of the following are the first ones to adopt a product or service?

A. Innovators

B. Competitors

C. Suppliers

D. None of the above

18. When would marketers expect to see highest frequency of purchases for a given product or service?

A. At the beginning of the curve

B. In the middle of the curve

C. Toward the end of the curve

D. Markets cant predict product adoption

19. What is the process of ideas being turned into new products and services?

A. Innovation

B. Competition

C. Reverse engineering

D. Marketing mix

20. Which of the following is NOT one of the groups in the diffusion of innovation curve?

A. Innovators

B. Late majority

C. Early minority

D. Early majority

1. C
2. C
3. C
4. C
5. A
6. C
7. D
8. D
9. C
10. B
11. D
12. A
13. A
14. B
15. C
16. D
17. A
18. B
19. A
20. C