

## Quiz - What's the Idea

1. What is an end point for a project?

☒ It is the time at which you give up on the project.

☐ It is the big idea for the project.

2. Who can contribute to a brainstorming session? (Select all that apply)

☒ Family

☐ Friends

3. What is the purpose of SWOT analysis?

☒ To identify different aspects of your project idea.

☐ To understand when is the ideal time to remove a fly.

4. What does SWOT stand for?

- ☐ • Strengths
  - Weaknesses
  - Opportunities
  - Threats
- ☒ • Stiflers
  - Weakeners
  - Opportunists
  - Threats

5. Which are characteristics of a target audience?

- ☒ Current location/ place they live
- ☐ Online shopping habits
- ☒ Age
- ☒ Income

6. What are the 4 Ps?

- ☒ • Price
  - Product
  - Place
  - Promotion
- ☐ • Premium
  - Place
  - Professional
  - Pre-requisites