

Feedback — Assignment 3: Industry analysis

[Help](#)

Thank you. Your submission for this quiz was received.

You submitted this quiz on **Wed 24 Sep 2014 4:33 PM WEST**. You got a score of **18.00** out of **18.00**.

This end-of-week assessment includes true-false, multiple choice, numeric, and/or short answer responses. Your score will be viewable immediately upon submitting this assignment. The answers will be viewable one week after the due date for this assignment. You may retake this assessment up to three times before the due date. Your highest score will be the final score for this assignment.

Question 1

What four attributes influence an industry's favorability to new firm entry? Choose the four that apply.

Your Answer		Score	Explanation
<input checked="" type="checkbox"/> Knowledge conditions	✓	0.38	
<input checked="" type="checkbox"/> Demand conditions	✓	0.38	
<input checked="" type="checkbox"/> Industry lifecycle	✓	0.38	
<input type="checkbox"/> Market attractiveness	✓	0.38	
<input type="checkbox"/> Innovation potential	✓	0.38	
<input checked="" type="checkbox"/> Industry structure	✓	0.38	
Total		2.25 / 2.25	

Question Explanation

The four attributes influence an industry's favorability to new firm entry are: (1) knowledge conditions, (2) demand conditions, (3) industry lifecycle, and (4) industry structure.

Question 2

What knowledge do you possess that can contribute to serving a market need within your industry of interest? Please respond in one paragraph.

You entered:

Specific expertise, financial capabilities, location and relationships.

Your Answer**Score****Explanation**

Specific expertise, financial capabilities, location and relationships.



2.25

Total

2.25 / 2.25

Question 3

What are the demand conditions in the market need discussed in prior question? Please respond in one paragraph.

You entered:

Look opportunities where market demand is sufficiently large and growing.

Your Answer**Score****Explanation**

Look opportunities where market demand is sufficiently large and growing.



2.25

Total

2.25 /
2.25

Question 4

What is the lifecycle stage of industry and market that you are interested in entering? Please respond in one paragraph.

You entered:

I am interested in younger industries because they are more favorable to new ventures.

Your Answer**Score****Explanation**

I am interested in younger industries because they are more favorable to new ventures.



2.25

Total	2.25 / 2.25
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Question 5

What complimentary assets are most critical in the above industry and market of interest? Please respond in one paragraph.

You entered:

Relationship.

Your Answer	Score	Explanation
Relationship.	✓ 2.25	
Total	2.25 / 2.25	

Question 6

What are the four characteristics of industry structure? Choose the four that apply.

Your Answer	Score	Explanation
<input type="checkbox"/> Demographics	✓ 0.32	
<input type="checkbox"/> Regulatory issues	✓ 0.32	
<input checked="" type="checkbox"/> Firm concentration	✓ 0.32	
<input checked="" type="checkbox"/> Capital intensity	✓ 0.32	
<input checked="" type="checkbox"/> Firm size	✓ 0.32	
<input type="checkbox"/> Psychographics	✓ 0.32	
<input checked="" type="checkbox"/> Advertising intensity	✓ 0.32	
Total	2.25 / 2.25	

Question Explanation

The four characteristics of industry structure are capital intensity, advertising intensity, firm concentration, and firm size.

Question 7

Discuss the five competitive forces that determine industry profitability. Please respond in one paragraph.

You entered:

Suppliers, potential entrants, buyers, industry competitors, and substitutes.

Your Answer	Score	Explanation
Suppliers, potential entrants, buyers, industry competitors, and substitutes.	✓ 2.25	
Total	2.25 / 2.25	

Question Explanation

Analyzing competitive forces within an industry is fundamental to positioning the new venture successfully. The five competitive forces that determine industry profitability are rivalry among competitors, buyer power, supplier power, new entrants, and substitutes.

Question 8

Sustainable competitive advantage can only be maintained until competitors are able to duplicate or develop a compelling substitute.

Your Answer	Score	Explanation
<input checked="" type="radio"/> True	✓ 2.25	
<input type="radio"/> False		
Total	2.25 / 2.25	

Question Explanation

Sustainable competitive advantage may not be an advantage for the firm indefinitely. It can only be maintained until competitors are able to duplicate or develop a compelling substitute.