

1

1 / 1 point

The two core questions in business strategy discussed in the module are:

- ☐ What is the market size and who are the customers?
- ☐ How to innovate faster and market more effectively?
- ☒ What game (business/industry) to play and how to play that game to win?
- ☐ How to maximize profit and minimize cost?

2

1 / 1 point

Michael Porter's Five Forces framework is used in the module primarily to:



☒ Analyze the structure and competitive intensity of an industry.

☐ Decide which AI technologies a company should invest in.

☐ Evaluate the financial performance of a company.

☐ Determine the best marketing strategy for a new product.

3

1 / 1 point

In the context of Hollywood, how is AI primarily affecting the movie-making process?

- ☐ By completely replacing human actors and screenwriters with AI avatars.
- ☐ By increasing the reliance on physical hardware and large film crews.
- ☒ By automating tasks, reducing costs, speeding up production, and merging production stages.
- ☐ By making it significantly more expensive to produce independent films.

4

1 / 1 point

According to the analysis of AI's impact on Hollywood, which of the following is likely to decrease in its intensity?

- ☐ The overall number of movies produced annually.
- ☐ The threat of new entrants due to lower production costs.
- ☒ The bargaining power of traditional talent.
- ☐ The bargaining power of technology companies supplying AI tools.

5

1 / 1 point

The concept of "customer alignment" discussed in the context of John Deere refers to:

- ☐ Forcing farmers to adopt the technology through exclusive contracts.
- ☐ Aligning John Deere's stock price with customer satisfaction surveys.
- ☒ Ensuring the technology's features and benefits match the specific needs and constraints of the target farmer segment.
- ☐ John Deere aligning its marketing message with that of its competitors.

6

1 / 1 point

Which force in Porter's framework is most directly impacted by AI enabling easier creation of video content by viewers themselves?

- ☐ Bargaining power of suppliers.
- ☐ Bargaining power of buyers.
- ☐ Threat of new entrants.
- ☒ Threat of substitutes.

7

1 / 1 point

A key takeaway regarding AI adoption, illustrated by the John Deere case, is that:

- ☐ Technologically advanced ("cool") solutions are always readily accepted by customers.
- ☐ Having innovative technology guarantees market leadership and profitability.
- ☐ Competition is irrelevant if your technology is superior.
- ☒ Customer acceptance depends on perceived net value, considering both benefits and drawbacks (e.g., cost, data ownership).

8

1 / 1 point

The issue of "data ownership" becomes a point of friction between John Deere and farmers because:



☒ Farmers are concerned about who owns the data collected by the machinery and how John Deere might use it.

- ☐ John Deere refuses to collect any data due to privacy laws.
- ☐ The data collected is inaccurate and not useful to either party.
- ☐ Farmers want to sell their farm data, but John Deere restricts it.



9

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The shift from "hardware to software" driven by AI, as seen in Hollywood, generally leads to:

- ☐ Higher barriers to entry for new filmmakers.
- ☒ Lower production budgets and potentially faster production cycles.
- ☐ Less need for creative input in filmmaking.
- ☐ Increased capital expenditure requirements for studios.

10 1 / 1 point

The module suggests that, for a company like John Deere to successfully capture value from its AI innovations, it must consider:

- ☐ Only the intensity of competition, ignoring customer needs.
- ☐ Only the value created for the customer, ignoring competition.
- ☐ Primarily the short-term reduction in its own manufacturing costs.
- ☒ Both the net value created for aligned customer segments and the intensity of competition.