Strategy & Marketing 23/24 - 1st Call - January 25th (Prof. Antonio Ghezzi)

Instructions and Information:

- 20 questions, all mandatory to respond.
- Correct Answer (+1.5 pt), Wrong Answer (-0.25 pt)
- Time Available to Complete the Form: 30 minutes

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1. Acc	ording to the mainstream/sustaining innovation model: * 🕠
\bigcirc	New entrants usually significantly invest to serve existing markets with innovative products/services
	Startups are the only companies pursuing innovation and bringing to the market new products/services
	Technology-based innovation is not the only type of innovation allowed for targeting the mainstream market
_	Startups are, among newcomers, those with the lowest chance of success in bringing an innovation to the market
	/errà rivisto
	ich of the following statements regarding communication strategies is rect? * \square
\bigcirc	Push strategy primarily targets final consumers, while pull strategy targets primarily intermediaries and retailers

		Pull strategy primarily targets final consumers, while push strategy targets primarily policymakers
		Pull strategy primarily targets final consumers, while push strategy targets primarily intermediaries and retailers
		All the other options are incorrect
	⊑⁄ V	Verrà rivisto
↓ 3.	A m	ulti-sided platform creates value through: * 🔲
		All the other options are correct
		Reduction of search costs
		Reduction of transaction costs
		Reduction of product development costs
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4.	Wha	at best describes the Business Model Canvas? * 🖽
		A model to represents only how a company can create and deliver value
		A framework used for strategy implementation
		A model used for generating strategic alternatives from internal and external analysis
		All the other options are correct
	☲ \	Verrà rivisto
★ 5.	ata C	ording to the product life cycle model, the growth phase is characterized by:

	High growth rate, high technological change in product design, decreasing number of competitors
	Insignificant growth rate, limited technological change in product design, and a limited number of competitors
	High growth rate, moderate technological change in product design, and a large number of competitors
	High growth rate, moderate technological change in product design, and a limited number of competitors
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6. W	hat of the following statements about the SWOT analysis is correct:
	It can be applied to a given business arena whose boundaries are well defined
	It is used only as an alternative to other models, e.g. resource-based view or blue ocean
	It is used only in combination with the 5 FORCES model to provide a synthesis of results
	It is used to summarize the outcome of the STEEP analysis
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7. W	hat is the main drawback of <u>acquisition</u> s compared to internal development?
	Slower development
	Risk increase
	Higher chances of failure
	Higher financial investment

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8.	Whi	ch of the following is / are the risks of sales promotions: * \square
		High cost per contact
		Low control of the communication content
		All the other options are correct
		A negative impact on the brand image
	⊑⁄ V	errà rivisto
9.	In P	orter's 5 forces framework, the buyers' bargaining power is higher when: *
		All the other options are incorrect
		They are highly differentiated (in a B2B market)
		They are greater in number
		They belong to the same geographical location
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١0.	Whi	ch of the following factors is not a source of cost advantage: * \Box
		The access to low-cost labour
		The distinctive features of its products
		The geographical presence close to the inputs
		Economies of learning

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11.	According to Ireland and colleagues (2003), an entrepreneurial mindset is: * \square
	A mindset that embraces and captures the benefits of certainty in business
	A way of thinking that downplays the benefits of uncertainty in business
	A mindset that considers established industry norms and practices
	A mindset is a way of thinking about business that focuses on and captures the benefits of uncertainty
	☑ Verrà rivisto
12.	The main reason to adopt a multidomestic model of international expansion is: $ \Box_{\mathfrak{g}} $
	The relevance of economies of scope
	The need for developing specific products and services tailored to the local needs
	The need for duplicating activities in each country
	The relevance of economies of scales
	☑ Verrà rivisto
13.	Which of the following is not a benefit of a correlated portfolio? * 🖳
	Enhanced use of top human resources
	Operational synergies

Sharing resources and competencies

The method of creating high-volume production to reduce overall costs
17. What is a limitation of the product-based segmentation approach? * 🖽
It always necessitates the use of advanced technology
It does not take into account the characteristics of the customer
It leads to a decrease in overall marketing effectiveness
All the other options are correct
☑ Verrà rivisto
18. When a company increases the level of upstream vertical integration, its bargaining power relative to the suppliers will likely: * 🗔
Decrease, but only in asset-intensive industries
Decrease
Increase
Be unaffected
E Verrà rivisto
19. In a big bang disruption: * 🗔
Innovations are scrupulously vetted during their development
Innovators leverage already existing components that cost little or are free
The new product life cycle is shortened in 4 basic stages: development, testing, deployment, and replacement

		New products or services are offered to a low quality and performance compared to the incumbents
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20.	Wha	at characterizes a differentiated targeting strategy? * 🗔
	\bigcirc	Implementing a single marketing plan tailored to one market segment
	\bigcirc	Focusing marketing efforts exclusively on the most profitable segment
	\bigcirc	None of the other options
		Tailoring various marketing plans to meet the needs of different segments

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