

1) Which of the following digital benefits are typically leveraged to achieve efficiency?

Ans) Affordability and Trackability(True)

2) What does the term 'Twice as Nice' mean in terms of its reference to the concept of Efficiency?

Ans) An exchange transaction that benefits both buyers and suppliers.

3) What does the term 'Addition by Subtraction' mean in terms of its reference to the concept of Efficiency?

Ans) Things get better (efficient) when something is taken away.

4) Which of the following are a way to leverage digital efficiency?

Ans) Make a deal by offering financial incentives like discounts or freemium.

5) Is this statement true or false? Democracy is a condition in which a digital product or service is preferred to its analog alternatives due to its ability to reduce access and exclude ordinary people by leveraging digital tools.

Ans) False

6) What does the term 'Higher Trust' mean in terms of its reference to the concept of democracy?

Ans) Gaining confidence of potential customers because reviews are posted by real and ordinary people.

7) What does the term 'Customers are more than customers' mean in terms of its reference to the concept of democracy?

Ans) Customers take on a more complex set of roles, such as both writing and reading reviews on Rotten Tomatoes.

8) Which of the following are a way to leverage digital democracy?

Ans) The cult of personality can be utilized to become a digital celebrity and build a fanbase.

9) According to the McKinsey article, "What's next for digital consumers", companies can innovate their digital services in which of the following ways?

Ans) All of the above.

10) Which four digital benefits are discussed in this course?

Ans) Affordability, Visibility, Trackability, Conversability

11) Is the following statement true or false? Digital dominance is achieved when digital benefits exceed analog benefits.

Ans) True

12) Is the following statement true or false? Efficiency is a condition in which a digital product or service is preferred to its analog alternatives due to its ability to create complex and inefficient solutions by leveraging digital tools.

Ans) False

13) What does the term 'Economies of Scope' mean in terms of its reference to the concept of democracy?

Ans) As large number of different things are offered, value goes up and costs go down.

14) According to the McKinsey article, "What's next for digital consumers", how has lock down changed the nature of competition during the pandemic?

Ans) The number of competitors has increased and includes both local and global peers.

15) Is the following statement true or false?

Low-cost, frequently purchased impulse items (such as candy bars) are an example of analog products that resist the digital.

Ans) True

16) Is the following statement true or false?

Physicality is a condition in which an analog product or service is preferred to its digital alternatives due to its physical qualities, such as its shape, size, or weight.

Ans) True

17) What does the term 'Coexistence with the digital' mean in terms of its reference to the concept of Physicality?

Ans) All of the above.

18) What does the term 'Opposition to the digital' mean in terms of its reference to the concept of Physicality?

Ans) None of the above.

19) Is this statement true or false?

Protection is a condition in which an analog product or service is preferred to its digital alternatives due to its ability to expose its user in real or perceived dangerous situations in an analog world.

Ans) False

20) What does the term 'Digital can be harmful' mean in terms of its reference to the concept of protection?

Ans) All of the above

21) What does the term 'Protection comes in many forms' mean in terms of its reference to the concept of protection?

Ans) Multiple analog products may be required to protect from financial, psychological, and social harm.

22) Which of the following are ways to leverage protection?

Ans) Educate people about the digital trail, power of anonymity and protection from digital harm.

23) According to the American Purpose article, "Why Analog is Better than Digital: The Vinyl Revival", what is the primary reason for the recent shift to vinyl?

Ans) Nostalgia.

24) Which of the following are ways to leverage analog resistance?

Ans) All The Above

25) Which of the following analog benefits are typically leveraged to achieve protection?

Ans) Tangibility and Anonymity

26) What does the term 'Disconnected' mean in terms of its reference to the concept of protection?

Ans) The dangers of visibility and trackability are greatly reduced by being unplugged from the Internet.

27) According to the American Purpose article, "Why Analog is Better than Digital: The Vinyl Revival", why is technological change NOT always revolutionary?

Ans) All of the Above

28) Which four analog benefits are discussed in this course?

Ans) Sociability, Tangibility, Excitability, Anonymity

29) What does the term 'Disconnected' mean in terms of its reference to the concept of protection?

Ans) The dangers of visibility and trackability are greatly reduced by being unplugged from the Internet.

30) For analog products and services that resist the digital, the digital benefits exceed the analog benefits

Ans) True

31) What does the term 'Records are records' mean in terms of its reference to the concept of Physicality?

Ans) (i) Consumers value a product's functionality but not its form.(Wrong)

(ii) Both form and function provide value to consumers.(Wrong)

(iii) None Of The Above .(Wrong)

32) Is the following statement true or false?

Showrooming occurs when consumers research a product online but purchase it from a physical retailer.

Ans) False

33) Which of the following is the correct interpretation of a Glocal strategy?

Ans) A Glocal strategy typically uses digital tools to increase awareness of analog products and services.

34) What does the term 'Requires a Crowd' mean in terms of its reference to the concept of 'Glocal'?

Ans) A diverse and global crowd connected through the digital is typically required for a Glocal strategy to succeed.

35) What does the term 'Digital is the Enabler' mean in terms of its reference to the concept of 'Glocal'?

Ans) Digital tools enable analog offerings to achieve synergy by making local products or services more interconnected, accessible, and visible to a global audience.

36) Which of the following are a way to leverage Glocal's digital and analog synergy?

Ans) All of the above.

37) What does the term 'TouchTech' mean?

Ans) A form of synergy that is created in products or services that combine the physical features of the Analog with the high-tech features of the Digital.

38) What does the term 'Singular Focus' mean in terms of its reference to the concept of 'TouchTech'?

Ans) Most analog offerings have a singular focus (i.e., used to do one or two things)

39) What does the term 'Haptic Engagement' mean in terms of its reference to the concept of 'TouchTech'?

Ans) TouchTech products and services usually require a higher degree of haptic engagement compared to their digital competitors.

40) Which of the following are a way to leverage the digital and analog synergy of 'TouchTech'?

Ans) Make analog products smarter by adding digital features like information transfer, automatic updates, etc.

41) According to the Deloitte article, "Augmented Shopping: The quiet revolution", what products are best suited for augmented shopping capabilities?

Ans) Products that are highly standardized with high opportunity for customization.

42) Synergy between the analog and the digital world is created by combining digital and analog benefits in such a way that their combined benefits exceed the benefits of either the analog or the digital by themselves.

Ans) True

43) What does the term 'Glocal' mean?

Ans) A form of synergy that is created when products or services combine the local aspect of the Analog with the global aspect of the Digital.

44) According to the Deloitte article, "Augmented Shopping: The quiet revolution", what are the common augmented shopping use cases?

Ans) Try On, Try Out, Interact

45) Is the following statement true or false?

A transformation occurs when something exhibits a dramatic change in either color or texture due to its surroundings.

Ans) False

46) What is the definition of 'Embracing'?

Ans) A change in the form and/or function of an Analog product (or service) that occurs when it is combined with the Digital.

47) What does the term 'Outsider Perspective' mean in terms of its reference to the concept of 'Embracing'?

Ans) Outsiders have the benefits of seeing new possibilities because their vision is less likely to be constrained by 'functional fixedness'.

48) What does the term 'Low Entry Cost' mean in terms of its reference to the concept of 'Embracing'?

Ans) Embracing typically benefits from low-cost entry because in many cases the Analog product (or service) already exists.

49) Why are flip-phone's regaining popularity?

Ans) All The Above(Correct)

50) What does the term 'Niche Appeal' mean in terms of its reference to the concept of distancing?

Ans) None of the above

51) What does the term 'heart of the beast' mean in terms of its reference to the concept of distancing?

Ans) The distancing strategy appeals to individuals who are highly digitally connected because these folks realize the negative impact of being too connected to the digital world.

52) What does the term 'more sizzle than steak' mean in terms of its reference to the concept of distancing?

Ans) Distancing strategy is more hype than reality.

53) Which of the following are a way to leverage a distancing strategy for analog transformation?

Ans) A FUD strategy can encourage consumers to distance themselves from the dangers of the digital world.

54) According to the HBR article, "Are You Ready for Tech That Connects to Your Brain", how will Brain Computer Interface (BCIs) affect our lives?

Ans) All of the above.



55) According to the HBR article, "Are You Ready for Tech That Connects to Your Brain", how can we prepare for the future of Brain Computer Interface (BCI)?

Ans) Look to the humanities to shape the future in which humanity is a priority and not an afterthought.

56) Which of the following are a way to leverage Analog transformation by embracing the Digital?

Ans) A FUD strategy can encourage consumers to distance themselves from the dangers of the digital world.

57) The Digital can be added to (or subtracted from) the Analog in such a way that an Analog product or service is transformed into a different form or function.

Ans) True

58) Analog transformation focuses on products or services that are still very much Analog in nature but are being transformed by the driving force of the digital revolution.

Ans) True