

**Question 1**

Answer saved

Marked out of 0.25

 Remove flag

For larger profit, the difference between life time value and customer acquisition cost

Select one:

- ☐ a. Should be same.
- ☒ b. Should be smaller
- ☐ c. Should be larger
- ☐ d. Should be zero

**Question 2**

Answer saved

Marked out of 0.25

 Remove flag

The root cause for end of life of Kodak is

Select one:

- ☐ a. Poor service quality
- ☒ b. Lack of innovation
- ☐ c. Not listening to customer feedback
- ☐ d. Unsupported product line

**Question 3**

Answer saved

Marked out of 0.25

 Flag question

Early stage or seed funding for a product is typically achieved through

Select one:

- ☐ a. Series B Funding
- ☐ b. Angel Funding
- ☒ c. Venture Capital
- ☐ d. Crowd Funding

**Question 4**

Answer saved

Marked out of 0.25

 Flag question

Retention rate is a measure of


Select one:

- ☒ a. Active Customers
- ☐ b. Newly joined Customers
- ☐ c. Total number of customers
- ☐ d. Discontinued Customers

**Question 5**

Answer saved

Marked out of 0.25

 Flag question

An e-banking customer wants to understand basic details of pension account. What kind of service is sufficient in this case?

Select one:

- ☒ a. Low touch service
- ☐ b. In person service
- ☐ c. Moderate touch service
- ☐ d. High touch service

**Question 6**

Answer saved

Marked out of 0.25

 Flag question

Which of the following analytics provide clarity over the value of the product

Select one:

- ☐ a. Business Analytics
- ☐ b. Net Promoter Score and Customer Satisfaction
- ☐ c. Financial Analytics
- ☒ d. All the above

**Question 7**

Answer saved

Marked out of 0.25

Flag question

Key roles in a Product team are (Choose incorrect answer)

Select one:

- ☐ a. Engineer
- ☐ b. Product Manager
- ☒ c. Legal Advisor
- ☐ d. Designer

**Question 8**

Answer saved

Marked out of 0.25

Remove flag

Go-to-market strategy consists of all these, except

Select one:

- ☐ a. Deciding on promotion strategy
- ☒ b. Deciding on product milestones
- ☐ c. Deciding on support strategy
- ☐ d. Deciding on market campaign

**Question 9**

Answer saved

Marked out of 0.25

Remove flag

Core competencies of a Product manager include (choose the most inappropriate answer)

Select one:

- ☐ a. Running design sprints
- ☐ b. Feature prioritization and road map planning
- ☒ c. Designing marketing strategy
- ☐ d. Conducting customer interviews and user testing

**Question 10**

Answer saved

Marked out of 0.25

Flag question

Fill missing SERVQUAL mission dimension: Reliability, \_\_\_\_\_, Tangibility, Empathy, Responsiveness

Select one:

- ☒ a. Assurance
- ☐ b. Attention
- ☐ c. Approachability
- ☐ d. Tenacity

**Question 11**

Answer saved

Marked out of 0.25

Flag question

These customers will wait till it becomes a standard for a product

Select one:

- ☒ a. Late majority
- ☐ b. Early majority
- ☐ c. Laggards
- ☐ d. Early Adopters

**Question 12**

Answer saved

Marked out of 0.25

Flag question

Break even point is when

Select one:

- ☐ a. There are no sales in a particular year
- ☒ b. Total expenses incurred so far is equal to total income earned so far
- ☐ c. Profit in a year is zero
- ☐ d. All of these

**Question 13**

Answer saved

Marked out of 0.25

Flag question

Who is not part of development team in Agile Scrum?

Select one:

- ☐ a. Product Owner
- ☐ b. Tester
- ☒ c. Scrum Master
- ☐ d. Developer

**Question 14**

Answer saved

Marked out of 0.25

Remove flag

Investors look for (choose the incorrect answer)

Select one:

- ☐ a. Is there a good growth potential?
- ☒ b. Does the team have sufficient financial resources?
- ☐ c. Does the team have the ability to deliver?
- ☐ d. A. Is there real value in the product?

**Question 15**

Answer saved

Marked out of 0.25

Flag question

This is not part of 4Ps of marketing

Select one:

- ☐ a. Place
- ☒ b. People
- ☐ c. Promotion
- ☐ d. Price

**Question 16**

Answer saved

Marked out of 0.25

Flag question

What should be done to the user stories with high estimates (eg: 55) in an agile project?

Select one:

- ☐ a. Carry forward the user story to subsequent sprints till it is completed
- ☒ b. Break down into smaller user stories
- ☐ c. Add more people to complete the user story
- ☐ d. Do nothing, continue as is

**Question 17**

Answer saved

Marked out of 0.25

Remove flag

Which of the following takes priority during initial stages of product?

Select one:

- ☐ a. Acquiring new customers
- ☒ b. Develop features to create more opportunities to convert
- ☐ c. Develop features to create more opportunities to convert
- ☐ d. Retaining existing customers

**Question 18**

Answer saved

Marked out of 0.25

Flag question

This is not the characteristics of SERVQUAL

Select one:

- ☐ a. Responsiveness
- ☐ b. Reliability
- ☐ c. Tangibles
- ☒ d. Risk Management

**Question 19**

Answer saved

Marked out of 0.25

🚩 Flag question

Software Product line is

Select one:

- ☐ a. None of these
- ☐ b. Dissimilar products developed by a company
- ☒ c. A set of similar products with common modules
- ☐ d. Products released in a sequence

**Question 20**

Answer saved

Marked out of 0.25

🚩 Flag question

The likelihood to recommend a product to others is measured by (Choose most appropriate)

Select one:

- ☒ a. Net Promoter Score ( NPS )
- ☐ b. Product usage analytics
- ☐ c. Surveys
- ☐ d. User Interviews