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Started on	Tuesday, 22 December 2020, 12:00 PM
State	Finished
Completed on	Tuesday, 22 December 2020, 12:00 PM
Time taken	21 secs
Marks	2.00/5.00
Grade	4.00 out of 10.00 (40%)
Feedback	Shame! Try again!



Question 1

Correct

Mark 1.00 out of 1.00

Choose the correct Japanese translation of KGI (Key Goal Indicator).

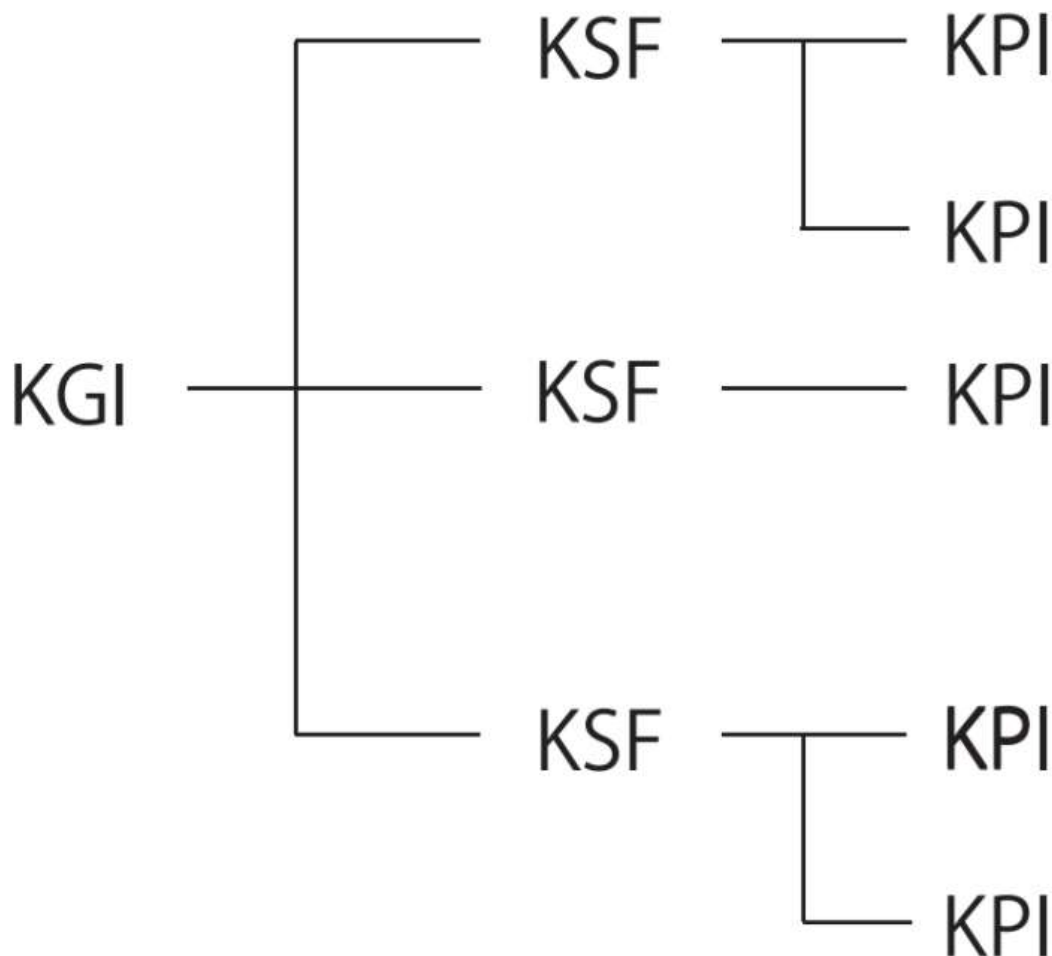
Select one:

- ☒ 1. Important goal performance indicators
- ☐ 2. Key performance indicators
- ☐ 3. Critical success factors
- ☐ 4. Important psychological factor



Is the correct answer

"KGI", "KSF", "KPI" is one of the basic indicators at the time of proposal. Set the KGI from the target, itself divided into elements that are required for the KSF: at (Key Success Factor major success factors), an index that measures the achieved degree of KPI: is (Key Performance Indicator key performance indicators) . Three in the set, let's remember the meaning and role of the word.



The correct answer is: Important goal performance indicators

Question 2

Correct

Mark 1.00 out of 1.00

Choose the correct combination of words that fits in the following phrase.

Positioning and is, the products and services of competitors and business, with a clear (A), that get people (B) to the user, the objective is a (C) and (D).

Select one:

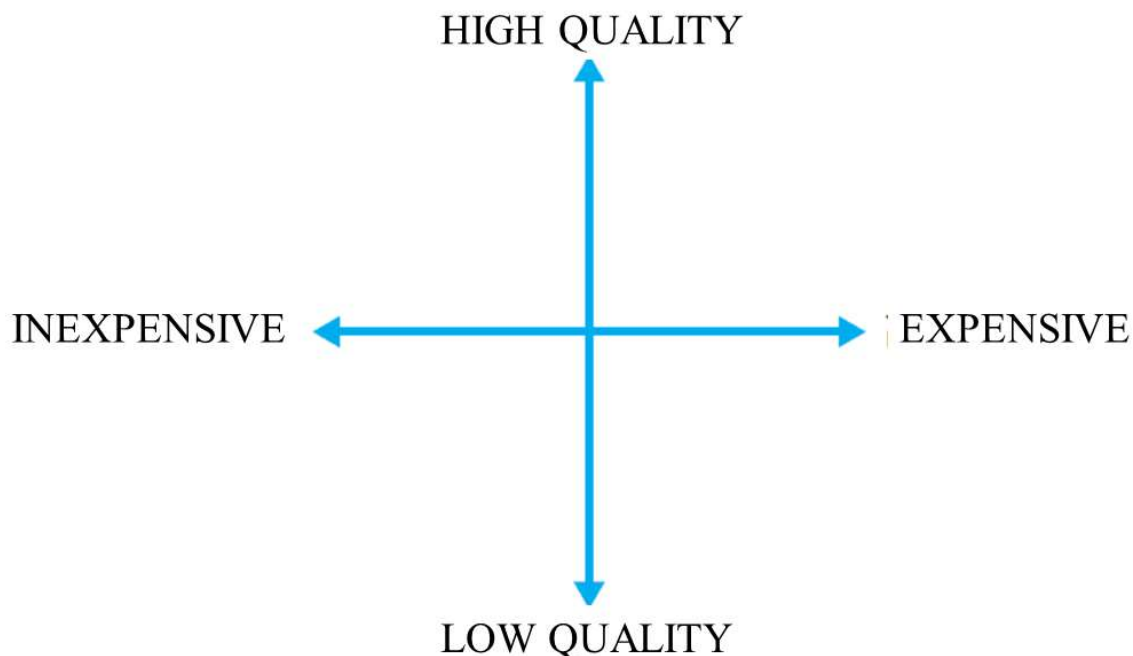
- ☒ 1. (A) determined axis (B) Images (C) differentiation (D) Learning
- ☐ 2. (A) determined axis (B) Recognition (C) differentiation (D) Advantages
- ☐ 3. (A) Differentiation (B) Images (C) determined axis (D) Learning
- ☐ 4. (A) Differentiation (B) Recognition (C) determined axis (D) Advantages



Is the correct answer

Positioning and is, by cognitive and learning to differentiate point with other companies to the user, you will need to have the image to the user in a clear decision-axis for that.

In positioning is, and the purpose of the analysis of the current situation, but there is a purpose of going to expand it dropped the concept of future products and services, the important thing is to differentiate the portion to be with the needs in the decision-axis users to focus on that is.



● Example of 2D positioning map

The correct answer is: (A) determined axis (B) Images (C) differentiation (D) Learning



Question 3

Incorrect

Mark 0.00 out of 1.00

Choose the correct combination that applies in the following statements.

Currently, MAU 600,000 people, charging user number 60,000 people, there is a ARPU 50 yen app. For the current sales (A), we want a monthly sales to ¥ 50,000,000. Increase the number of charging users to achieve the goal, the current 60,000, it is necessary to increase further (B).

Select one:

- ☒ 1. (A) 3,000,000 yen (B) 40,000 people
- ☐ 2. (A) 3,000,000 yen (B) 100,000 people
- ☐ 3. (A) 30,000,000 yen (B) 40,000 people
- ☐ 4. (A) 30,000,000 yen (B) 100,000 people

✗

It is incorrect

In the case of this application, the current sales amount is as follows.

$\text{Sales} = \text{MAU} \times \text{ARPU} = 600,000 \text{ people} \times 50 \text{ yen} = 30,000,000 \text{ yen}$

In addition, the use of it, the current ARPPU is determined in the following manner.

$\text{ARPPU} = \text{sales} \div \text{billing number of users} = 30,000,000 \text{ yen} \div 60,000 \text{ people} = 500 \text{ yen}$

Billing number of users to achieve the yen 50,000,000 goals, using the ARPPU, you will be asked in the following manner.

$\text{Billing number of users} = 50,000,000 \text{ yen} \div 500 \text{ yen} = 100,000$

Since the current number of billing users is 60,000, as follows, it will determine the number of people should be increased.

$\text{Increase the billing number of users} = 100,000 - 60,000 = 40,000$

From these, you can see that 3. Is correct.

The correct answer is: (A) 30,000,000 yen (B) 40,000 people



Question 4

Incorrect

Mark 0.00 out of 1.00

Choose the right answer about KPI of the lead generation site.

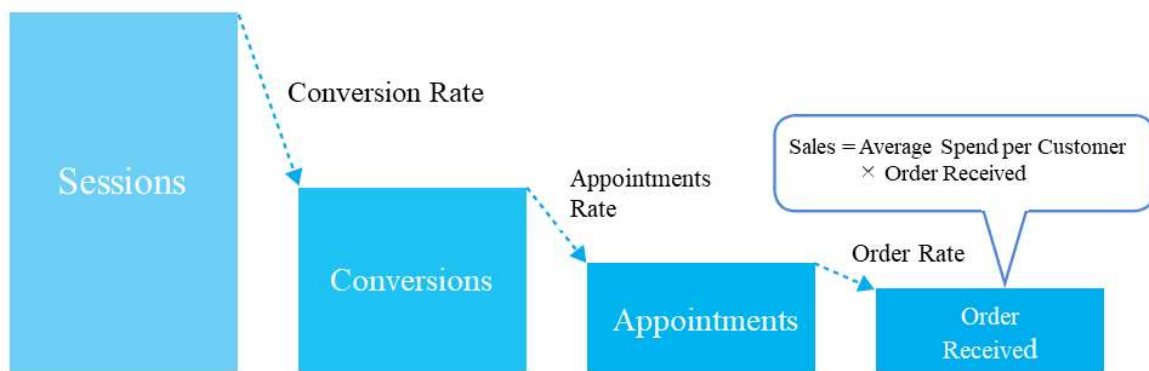
Select one:

- ☐ 1. Opportunity number = number of conversions × order rates
- ☐ 2. The number of orders = negotiation number × order rates
- ☒ 3. Sales = customer unit price × number of orders × negotiation number × number of conversions
- ☐ 4. Sales = number of business meetings per customer × number of orders × × CVR × number of sessions

✗

It is incorrect

In the lead generation site, typically calculates the target values in the process, such as shown in the following figure.



- Calculate a target value for each stage of the lead generation site.

Sales, you will be asked in the "customer unit price × number of orders". Also, in each process, "one Will be asked at a rate to the previous number of processes × seek process (we call back-calculated this). " It is. According to it, the numerical value of each stage can be calculated in the following manner.

1. negotiation number = number of conversions × negotiation rate
2. the number of orders = negotiation number × order rates
3. sales = customer unit price × number of orders = customer unit price × (number of conversions × negotiation rate × order rates)
4. Sales = customer unit price × number of orders = customer unit price × (number of sessions × conversion rate × negotiation rate × order rates)

From here, you can see that the correct answer is 2.. 3. and 4. In, the number of orders each Con Whether the rebate until the version number, is one of the differences in rebate up to the number of sessions. Reverse of the target value

Let's to be able to firmly calculation for calculation.

The correct answer is: The number of orders = negotiation number × order rates



Question **5**

Incorrect

Mark 0.00 out of 1.00

Below is a description of the framework used in the "Blue Ocean Strategy". Choose the correct answer that applies to blank.

Side-by-side all of the competitive factors in the industry, the height of the value for the buyer in conflict with their own, of the power of the companies put reveal the degree of the chart is "(A)".

Select one:

- ☒ 1. PMS map
- ☐ 2. Utility map of the buyer
- ☐ 3. Six of the route (path)
- ☐ 4. Strategy canvas

✗

It is incorrect

Blue Ocean strategy is something called "to provide a new value to untapped user, to create a new market (Blue Ocean), to achieve the maximization of profit." Since frameworks are several that are used for that, properly understood, let's properly used depending on the situation.

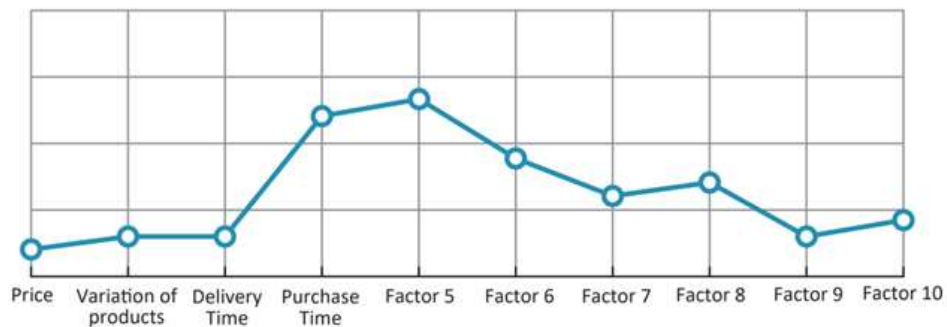
"Strategy canvas" is enumerates the competition factor is a representation of the height and power of putting the degree of value for the buyer in the chart in-house and conflict. If the can well differentiated, it is represented without overlapping the chart.

"PMS map" is, in the vertical axis of the "Pioneer (Pioneer)" "Migration's (Migrator)", "Azumi's (Setter)", by taking the "current", "future" on the horizontal axis, creating a Blue Ocean It is a framework to narrow down the products and services that can be. The "six of the route (path)", a market in which competition is not, is what that look for the following six thought route.

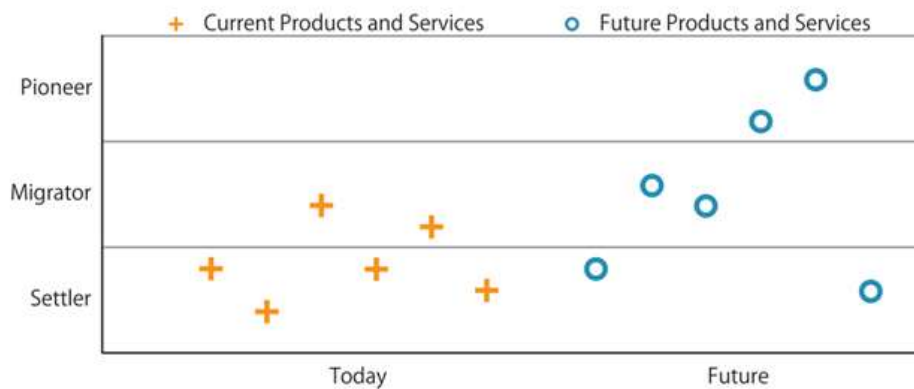
1. learn to substitute industry
2. learn in addition to the strategy group in the industry
3. Turning to the buyer group
4. Overlooking the complementary good and complementary services
- Switch the 5. function-oriented and sensibility-oriented
6. Overlooking the future

"Utility map of the buyer" is, by multiplying the point that produces a buyer of the stage and the utility, is a framework to explore the Blue Ocean.





● Strategic Campus



● PMS MAP

image2-12_2

The correct answer is: Strategy canvas

◀ +2-5 Business Planning

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