

TU-A1300 - Introduction to Industrial Engineering and Management, 07.09.2020-30.11.2020

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Started on	Monday, 14 September 2020, 11:39 AM
State	Finished
Completed on	Monday, 14 September 2020, 11:59 AM
Time taken	20 mins 8 secs
Grade	9.00 out of 10.00 (90%)

Question 1 [Flag question](#) Mark 1.00 out of 1.00 Correct

The basis for the company success is built long before the business activity starts.

Select one:

- ☒ True ✓
☐ False

The correct answer is 'True'.

Question 2 [Flag question](#) Mark 0.00 out of 1.00 Incorrect

Value-in-use consists of either functional, social, or aesthetic value.

Select one:

- ☒ True ✗
☐ False

The correct answer is 'False'.

Question 3 [Flag question](#) Mark 1.00 out of 1.00 Correct

One can assume the value-in-use to be higher than the product's or service's exchange value.

Select one:

- ☒ True ✓
☐ False

The correct answer is 'True'.

Question 4 [Flag question](#) Mark 1.00 out of 1.00 Correct

Porter's model can be used for analyzing the whole business environment, and a powerful enough tool to be used on its own.

Select one:

- ☐ True
☒ False ✓

The correct answer is 'False'.

Question 5 [Flag question](#) Mark 1.00 out of 1.00 Correct

For companies, tracking the indirect competition is more demanding than keeping up to date with direct competition.

Select one:

- ☒ True ✓
☐ False

The correct answer is 'True'.

Question 6 [Flag question](#) Mark 1.00 out of 1.00 Correct

The AIDA model assesses the business profitability from the company's perspective.

Select one:

- ☐ True
☒ False ✓

The correct answer is 'False'.

Question 7 [Flag question](#) Mark 1.00 out of 1.00 Correct

All the customer segments are equally important for the company.

Select one:

- ☐ True
☒ False ✓

The correct answer is 'False'.

Question 8 [Flag question](#) Mark 1.00 out of 1.00 Correct

When setting the price for a product or a service, it is sometimes beneficial to ask for less money than the customer would be willing to give.

Select one:

- ☒ True ✓
☐ False

The correct answer is 'True'.

Question 9 [Flag question](#) Mark 1.00 out of 1.00 Correct

The sole reason for marketing is to get new customers for the company.

Select one:

- ☐ True
☒ False ✓

The correct answer is 'False'.

Question 10 [Flag question](#) Mark 1.00 out of 1.00 Correct

Efficiency of production is particularly favorable in competitive markets.

Select one:

- ☒ True ✓
☐ False

The correct answer is 'True'.

[Finish review](#)

← Week 2 Pre-lecture Readings

Lecture 2: Value as the foundation of business (Zoom link) ►



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