

**Status** Finished**Started** Monday, 22 April 2024, 8:25 AM**Completed** Monday, 22 April 2024, 8:34 AM**Duration** 9 mins 10 secs**Grade** 5.00 out of 5.00 (100%)**Question 1**

Correct

Mark 0.25 out of 0.25

Software Product line is

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



Your answer is correct.

The correct answer is:

A set of similar products with common modules

Question 2

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:

Retaining existing customers

Question 3

Correct

Mark 0.25 out of 0.25

Fill missing SERVQUAL mission dimension: Reliability, _____, Tangibility, Empathy, Responsiveness



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

Your answer is correct.

The correct answer is:
Assurance

Question 4

Correct

Mark 0.25 out of 0.25

Break even point is when

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

Your answer is correct.

The correct answer is:

Total expenses incurred so far is equal to total income earned so far

Question 5

Correct

Mark 0.25 out of 0.25

This is not part of 4Ps of [marketing](#)

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

Your answer is correct.

The correct answer is:
People

Question 6

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Late majority

Question 7

Correct

Mark 0.25 out of 0.25

This is not the characteristics of SERVQUAL

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

Your answer is correct.

The correct answer is:
Risk management

Question 8

Correct

Mark 0.25 out of 0.25

Who is not part of development team in Agile Scrum?

- ☐ a. Tester
- ☐ b. Developer
- ☐ c. Scrum master
- ☒ d. Product owner ✓

Your answer is correct.

The correct answer is:
Product owner

Question 9

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:

Deciding on product milestones

Question 10

Correct

Mark 0.25 out of 0.25

The root cause for end of life of Kodak is

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

Your answer is correct.

The correct answer is:

Lack of innovation

Question 11

Correct

Mark 0.25 out of 0.25

Retention rate is a measure of

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

Your answer is correct.

The correct answer is:

Active customers

Question 12

Correct

Mark 0.25 out of 0.25

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

- ☐ a. Crowd funding
- ☐ b. Venture capital
- ☒ c. Angel funding ✓
- ☐ d. Series B funding

Your answer is correct.

The correct answer is:
Angel funding

Question 13

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Low touch service

Question 14

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Net Promoter Score and Customer Satisfaction

Question 15

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Legal advisor

Question 16

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Designing marketing strategy

Question 17

Correct

Mark 0.25 out of 0.25

Investors look for (choose the incorrect answer)

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

Your answer is correct.

The correct answer is:
Is there a good growth potential?

Question 18

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Should be larger

Question 19

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is:
Break down into smaller user stories

Question 20

Correct

Mark 0.25 out of 0.25

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

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

Your answer is correct.

The correct answer is: Net Promoter Score (NPS)

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