



You are taking "QUIZ 5 LINK HERE" as a timed exam. The timer on the right shows the time remaining in the exam. To receive credit for problems, you must select "Submit" for each problem before you select "End My Exam".

End My Exam

0:14:54



[Week 3 Module 1 - New Product](#)

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Quiz 5

Multiple Choice

1 point possible (graded, results hidden)

"Our product is a powdered mixture that is added to milk to make an instant breakfast that gives the person all the needed nutrition along with good taste and high convenience. The product would be offered in three flavors and would come in individual packets, six to a box, at rupees sixty a box." This is an example of _____.

☐ brand concept

☐ product concept

☐ concept testing

☐ product testing

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

In consumer-goods market testing, the company seeks to estimate four variables. These four variables are: trial, first repeat, adoption, and _____.

☐ money back guarantee

☐ price

☐ purchase frequency

☐ usage

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

Concept testing involves presenting the product concept to

☐ Existing consumers

☐ New consumers

☐ Old consumers

☐ Potential consumers

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

The percentage of consumers who belong to the “early majority” or “late majority” category totals _____, which is why competition heats up at this point in the product’s life cycle.

☐ 40 percent

☐ 30 percent

☐ 45 percent

☐ 68 percent

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

You have been asked to participate in an idea generating session. The moderator gives you the following directions: “List the attributes of the object in front of you (a cup), now modify each attribute, by replacing each attribute with another.” You are participating in what kind

of creativity techniques.

☐ Morphological analysis

☐ Mind mapping

☐ Forced relationships

☐ Attribute listing

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

The new-product development process starts with the search for _____.

☐ new concepts

☐ products that can be improved upon

☐ overseas products

☐ ideas

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

When prototypes are ready, they must be put through rigorous functional tests and _____.

☐ consumer behavior

☐ customer tests

☐ internal tests

☐ marketing department testing

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

When most products are in the _____ stage of the life cycle marketing managers cope with the problem of sustaining growth

☐ Decline

☐ Introductory

☐ Growth

☐ Maturity

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

One of the assertions of saying that a product has a life cycle is to recognize that products have a _____ life

☐ Short

☐ Long

☐ Limited

☐ Very short

Submit

You have used 0 of 1 attempt

Multiple Choice

1 point possible (graded, results hidden)

New products can be any of these but one

New products can be any of these but one

☐ Product revision

☐ Augmented product

☐ Line extension

☐ New reprint

Submit

You have used 0 of 1 attempt