

Test Name : EMBA-Assessment Test

Test Duration : 15 Minutes

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Unique answer Id : 57a0a884a94ff47bff43e7d2

Questions

Question Title: Penetration or skimming are most likely pricing strategies adopted in which of the stages of Product Life Cycle?

- Introduction
- Withdrawal
- Mature
- Growth
- Development

Question Title: If the cost of producing one unit of a product is \$5.00 and the firm adds a “mark-up” of 40%, what is the resulting selling price?

- \$9.00
- \$7.00
- \$4.50
- \$6.25

Question Title: Which of the following technique is best used as a “discovery” type of market research technique

- 100\$ TEST
- Online survey
- Ethnography
- Steganoography

Question Title: In the process of getting customer insights, which techniques below can be best used in

- Ethnography
- Face to Face Interview with leading questions
- Surveys
- LinkedIn Poll

Question Title: You heard from a busy business traveller during market research that they would like to reach the airport sooner. Which of the following would be next best course of action?

- Understand how fast would he like to reach the airport
- Figure out what is important

- Propose a solution that cuts his travel time by half
- Give her a discount on your shuttle service to ease off the pain
- All of the Above

Question Title: Social media is more of a product marketing tool than a market research tool

- True
- False

Question Title: As a product manager for Nylo - a luxury car in India, you have rolled out a survey to understand the market needs for the Tech savvy customer. Which of the following questions (as the way they are written) are you likely to not include in the survey ?

- How many owners you know will prefer a bluetooth radio in the car?
- Is a premium free car service more important than alloy wheels?
- Which of the following colors would you like the model to offer?

Question Title: Which of the following is the best description of a Product Manager?

- Someone has the necessary skillset to sell products to the desired audience
- Defacto subject matter expert in that industry
- Someone who spends time understanding the market problems and proposes viable solutions
- Somebody who assists engineering to troubleshoot complicated technical/architectural problems

Question Title: You are meeting with a customer and realize in the first few seconds that the customer is exceedingly angry and difficult to talk to. How do you approach your client to make your meeting as productive as possible?

- You suggest that you both take a break and wait for your client to cool off.
- In a stern voice, remind your client that there is an appropriate manner in which to speak to product manager and you expect to be treated accordingly. Reschedule the meeting.
- Push forward with the meeting and make the best of the situation.
- Acknowledge that they are upset and ask them what is bothering them.

Question Title: As a product manager your job is to estimate the TEV (Total Economic Value) for the new online pharmacy store (pharmastore.in) you are building, As a pricing decision which of the following questions would you consider asking the customer?

- How much would you like to pay for medical advice on online pharma?
- How much discount would you need to switch to pharmastore.in?
- Would you like to get online access to your medical history?
- For the same price would you prefer faster delivery or online access to purchase history?

Question Title: With the success of Apple iPad, they finally launched the iPad mini, if Apple decides to launch the iPad Mega which is bigger than iPad in screen size and has 4x more capacity with a faster processor. Which of the following is the best way to characterize that Product Management decision?

- It's a Product Line Extension
- Result of a crazy Product Manager
- It's a way to stretch your current product line
- It's a signal that original iPad might be on the way to retirement/End of life

Question Title: Which of the following is an example of a good market requirement?

- Once the user clicks the Submit button, the screen must refresh within 5 seconds and show the user's

updates

- Customer Acme Corporation would like to see the Submit button to be placed on the top as well as bottom of the screen
- The system must be fast and responsive to updates

Question Title: The tradeoff between simplicity and power is largely a myth. In fact, most UIs can be designed to be both powerful and simple

- True
- False

Question Title: Fitts' Law is important because it

- Indicates how intuitive an interaction is in the context of user design.
- Measures how much new information people can absorb
- Indicates how easy it is to click on something.
- Provides a useful metric for label readability and font legibility.
- Measures the accessibility of an interface

Question Title: Scenarios are stories about what users want to do with your program's features

- True
- False

Question Title: Which of the following technique is least useful in the the

- Thinking Hats
- Impact Analysis
- Affinity Diagrams
- Decision Trees
- Gestalt's Law
- Cost Benefit Analysis

Question Title: Aspirations- What accurately describes your aspiration in the immediate future.

- Career Path Transition - Moving into a Product Management/Marketing Role
- Career Path Acceleration - Moving up into a senior role within my company/industry
- Move into an entrepreneurial role
- Am open to learning more about all options available

Question Title: Give us 3 reasons why should you be admitted to this program?

ffhhhh

Question Title: As a senior Product Marketing Manager you are asked to deliver a tag line for the newly created packaged water. What will be your tag line (in less than 7 words)

appzoy

Question Title: You are asked to make a business plan presentation in only one slide (assume powerpoint). What would be the structure (category headings is fine) for such a business plan summary slide

ipl

Question Title: What would be the design considerations for designing a sunglass for babies

jhhgfdggdsyjxdfhdfgg

Question Title: You boss walks up to you and asks you to design a remote control that will make a lot of money, what will you present to him 2 weeks later in the meeting?

gggghgh