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Quiz: Market Development and Commercialization

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Quiz due Mar 13, 2021 23:54 IST Completed

Question 1

1/1 point (graded)

Quiz Instructions

This is an individual assignment based on the video lectures, readings, and resources for this module.

What common mistakes are product managers most susceptible to? Select all that apply.

☒ Confusing customer segments

☒ Failing to learn along the way

☒ Putting labels on roles

☒ Marketing without customer feedback



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You have used 1 of 3 attempts

Question 2

1/1 point (graded)

In the customer development process, what are the exit criteria for customer validation? Select all that apply.

☒ Is there a set of customers that will buy?

☐ Is the design optimized for profitability?

☒ Is the product acceptable to customers?

☒ Is there serious and measurable purchase intent?



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Question 3

1/1 point (graded)

Which of these market strategies are true based on your market type? Select all that apply.

☒ Attack existing markets and you show how your company is both credible and different

☒ Go after a new market and you must position your company with passion and vision

☒ Resegment a market and you must provide something that customers value, want, and need

☐ Marketing strategy is a foundational idea that does not depend on market type



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Question 4

1/1 point (graded)

To Cross the Chasm, which types of customers must you bridge?

☐ From technology enthusiasts to visionaries

☒ From visionaries to pragmatists

☐ From pragmatists to conservatives

☐ From conservatives to skeptics



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Question 5

1/1 point (graded)

With the Bowling Pin Strategy for expanding your market, which of these is typically true? Select all that apply.

☒ The early majority is a closely aligned segment.

☒ The early majority can benefit from a similar solution.

☒ The head pin is your beachhead market.

☐ Move from "pin to pin" by avoiding the time and expense of adding product features.



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