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Quiz: Managing Innovative Product Teams

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Quiz due Mar 8, 2021 09:30 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.

The failure of company is typically most attributable to an:

☐ Inability to build the planned product

☒ Inability to attain customers

☐ Inability to raise financial capital



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You have used 1 of 3 attempts

Question 2

1/1 point (graded)

What is the most effective way to validate your hypothesis for an innovative product?

☐ A/B Tests

☐ Cost/Benefit Analysis

☒ Customer Interviews

☐ Data Analysis



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Question 3

1/1 point (graded)

User-centered design is driven by the principle that:

☐ Customers should adapt to the product.

☒ The product should work as the customer expects.



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You have used 1 of 3 attempts

Question 4

1/1 point (graded)

To maintain a positive relationship with the Engineering, Product Managers typically engage in which of these activities? Select all that apply.

☐ Develop a consistent approach applied in the same way for all engineering team members.

☐ Provide technical direction on how to accomplish specific technical tasks.

☒ Recognize that establishing and growing the relationship takes work.

☒ Seek to be educated on the full scope of the tasks and assumptions.



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You have used 1 of 3 attempts

Question 5

1/1 point (graded)

What are the typical benefits of agile development? Select all that apply.

☒ Build the right product for the customer

☒ Fewer bugs due to incremental testing and correction

☐ Less demanding of product managers

☐ Reactionary development approach

☒ Validate customer interest in the product on regular intervals



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