

# Quiz #2

**Due** Jan 29 at 11:59pm

**Points** 10

**Questions** 9

**Available** Jan 23 at 12am - Jan 29 at 11:59pm

**Time Limit** 30 Minutes

**Allowed Attempts** 2

## Instructions

As a reminder:

- These quizzes are open book/note, but NOT "open neighbor!"
- You will have two chances to take the quiz but please note that the scores will be averaged to calculate your final grade.
- Canvas will randomly sort the answers to the questions so you may have the answer "all of the above" listed out of sequence. In these cases, the answer simply refers to all of the other answers.
- Please make sure you read the material before you take the quiz as it will speed up your ability to answer the questions in the allotted time (will usually be 30 mins for each quiz unless indicated otherwise in the quiz instructions).

The quiz this week will cover the reading materials:

- Technology Strategy (24- End of Reading) from the HBSP Coursepack

## Attempt History

	Attempt	Time	Score
KEPT	<a href="#">Attempt 2</a>	2 minutes	10 out of 10
LATEST	<a href="#">Attempt 2</a>	2 minutes	10 out of 10
	<a href="#">Attempt 1</a>	30 minutes	8 out of 10

Score for this attempt: **10** out of 10

Submitted Jan 25 at 1:35pm

This attempt took 2 minutes.

Question 1	1 / 1 pts

True or false: First-mover advantage was an important factor in Amazon's success.

☐ True

☒ False

Correct!

## Question 2

1 / 1 pts

Which of the following are reasons why the earliest entrants into a market with an offering based on a new technology might fail to achieve first-mover advantage?

(A) A proliferation of different designs may cause the early majority of the market to wait for a dominant design to emerge.

(B) The market is growing slowly.

(C) The technology is changing very rapidly.

(D) Switching costs are relatively low.

☐ A and D

☒ A, C, and D

☐ A and B

☐ A, B, C, and D

☐ B and D

Correct!

## Question 3

1 / 1 pts

Which of the following is NOT a strategy for incumbents to defend against attack by new entrants exploiting a new technology?

**Correct!**

☐ Developing complementary assets

☒ Technological leapfrogging

☐ Increasing switching costs

☐ Managing customers' perceptions

☐ All of these are strategies for incumbents to defend against attack by new entrants.

#### Question 4

1 / 1 pts

Why might disruptive technologies present a potent threat to industry incumbents?

(A) Incumbents may dismiss them because they offer inferior performance.

(B) The incumbent's customers value what they offer.

(C) They offer lower margins.

(D) The threat they pose may be difficult to detect.

☐ A, B, C, and D

☐ A and B

**Correct!**

☒ A, C, and D

☐ C and D

☐ A, B, and C

**Question 5****1 / 1 pts**

In the banking industry, which of the following is NOT part of the same value network?

- ☐ Secure logistics companies
- ☒ All of these are part of the same value network.
- ☐ ATM manufacturers
- ☐ Vendors of information technology for retail banking

**Correct!****Question 6****1 / 1 pts**

True or false: According to the reading, first movers are more likely than followers to succeed in new markets.

- ☐ True
- ☒ False

**Correct!****Question 7****1 / 1 pts**

Which of the following technologies have potential to be a platform technology?

- ☐ A new battery technology for electric cars

**Correct!**

- ☐ A new wearable technology for monitoring health
- ☒ All of these answers
- ☐ A chip that permits contactless payments via smartphones
- ☐ An app that allows users to monitor their home security system

**Question 8****1 / 1 pts**

True or false: Platform technologies exhibit indirect network effects.

**Correct!**

- ☒ True
- ☐ False

**Question 9****2 / 2 pts**

Which of the following is NOT an important component of a strategy to turn a technology into a platform leader:

**Correct!**

- ☐ Make it easy for other companies to provide add-ons.
- ☐ Solve an essential system problem.
- ☐ Keep intellectual property closed.
- ☒ Set pricing to preserve margins.
- ☐ Rally competitors to form a coalition.

**Quiz Score: 10 out of 10**