

Quiz #9

Due Mar 26 at 11:59pm

Points 10

Questions 4

Available Mar 20 at 12am - Mar 26 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:

- Innovator's Dilemma: Chapters 2 AND 4

Take the Quiz Again

Attempt History

	Attempt	Time	Score
LATEST	Attempt 1	30 minutes	10 out of 10

⚠️ Correct answers will be available on Mar 27 at 12am.

Score for this attempt: **10** out of 10
Submitted Mar 20 at 5:05pm
This attempt took 30 minutes.

Question 1	3 / 3 pts

According to our lecture, which of the following innovations is mostly likely to occur in relatively mature markets by incumbent firms seeking to preserve market share(s)?

- ☐ Disruptive Innovations
- ☐ All of the Above
- ☒ Sustaining Innovations
- ☐ Breakthrough Innovations

Question 2

3 / 3 pts

According to our readings and lecture, which of the following innovations is most likely occur at the margins of mature markets?

- ☐ Sustaining Innovations
- ☒ Disruptive Innovations
- ☐ Breakthrough Innovations
- ☐ None of the above

Question 3

2 / 2 pts

What is the overall configuration of resources, cost structure, customer problems and needs, and competitors actions called?

- ☐ Operating history

☐ None of the above

☐ Diffusion patterns

☒ Value networks

Question 4

2 / 2 pts

Traditional patterns of disruption usually involve new entrants entering at which end of the value spectrum in specific market verticals?

☐ High end

☐ Middle markets

☐ None of the above

☒ Low end

Quiz Score: **10** out of 10