

Quiz #4

Due Feb 12 at 11:59pm

Points 10

Questions 7

Available Feb 6 at 12am - Feb 12 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:

- These questions will focus on the readings from Module 4: S-curve Strategies & Crossing the Chasm (Intro, Cha. 1).

Attempt History

	Attempt	Time	Score
LATEST	Attempt 2	2 minutes	10 out of 10
	Attempt 1	29 minutes	9 out of 10

⚠️ Correct answers will be available on Feb 13 at 12am.

Score for this attempt: **10** out of 10
Submitted Feb 6 at 2:07pm
This attempt took 2 minutes.

Question 1	1 / 1 pts

From the perspective of the customer, which of the following factors is a key drivers in creating the fuzzy "adoption categories" of the technology adoption lifecycle?

- ☐ Pricing drivers
- ☐ Economic drivers
- ☒ Psychographic drivers
- ☐ Structural drivers

Question 2

2 / 2 pts

Which of the following adopter categories are part of the "early market?" In your answer, please mark all of the categories that apply.

- ☒ Early Adopters
- ☐ Early Majority
- ☒ Innovators
- ☐ Laggards

Question 3

2 / 2 pts

Which of the following factors most defines the preferences of the early majority most accurately?

- ☒ Pragmatic

- ☐ Fearful
- ☐ Visionary
- ☐ Enthusiastic

Question 4**2 / 2 pts**

The "gap" between the early adopters and early majority is referred to as what in our readings this week?

- ☐ The Paradox
- ☐ The Tension
- ☒ The Chasm
- ☐ The Wall

Question 5**1 / 1 pts**

In general, what kind of improvements are early majority customers looking for in new, innovative, technological products?

- ☐ Status improvements
- ☐ Transparency improvements
- ☐ Disruptive improvements
- ☒ Productivity improvements

Question 6**1 / 1 pts**

Which of the following customer archetypes will be most responsive to a "compelling flagship application," to demonstrate the power of the product/service for a non-technologist?

- ☐ Skeptic
- ☐ None of the above
- ☐ Enthusiast
- ☒ Visionary

Question 7**1 / 1 pts**

According to our reading, one of the key strategies for reaching early majority customers is to first convince early adopters to buy a product. If you are successful in convincing early adopters to buy a product, then these customers will be some of your most valuable customers for reaching the early majority through word-of-mouth advertising.

- ☐ True
- ☒ False

As the reading in CC Cha. 1 notes, "Because of these incompatibilities, early adopters **do not make** good references for the early majority. And because of the early majority's concern not to disrupt their organizations, good references are critical to their buying decisions. So what we have here is a catch-22. **The only suitable reference for an early majority customer, it turns out, is another member of the early majority,** but no upstanding member of the early majority will buy without first having consulted with several suitable references."

Moore, Geoffrey A.. Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) (p. 26). HarperCollins. Kindle Edition.

Quiz Score: **10** out of 10