

Quiz #5

Due Feb 19 at 11:59pm

Points 10

Questions 5

Available Feb 13 at 12am - Feb 19 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:

- From the readings this Week: Crossing the Chasm and the Elements of Value.

Attempt History

	Attempt	Time	Score
LATEST	Attempt 2	less than 1 minute	10 out of 10
	Attempt 1	23 minutes	8 out of 10

⚠️ Correct answers will be available on Feb 20 at 12:01am.

Score for this attempt: **10** out of 10
Submitted Feb 13 at 5:58pm
This attempt took less than 1 minute.

Question 1	2 / 2 pts

Which of the following is a characteristic of a high-tech market?



A set of actual or potential customers who have a common set of needs and wants



A set of actual or potential customers who prefer lower prices



None of these answers



A set of actual or potential customers who reference exemplars when making buying decisions

Question 2

2 / 2 pts

The Innovator segment will always be the most profitable segment in the technology adoption lifecycle (T/F):



True



False

Question 3

2 / 2 pts

Self-transcendence is linked with which of the following categories of the elements of value pyramid?



Social impact



Emotional

☐ Functional

☐ Economic

Question 4

2 / 2 pts

Consumer banking relies upon which of the following factors from the elements of value?

☐ Heirloom

☐ Quality

☐ Provides Access

☒ All of the above

Question 5

2 / 2 pts

According to the reading on Elements of Value, including more elements on the value pyramid is associated with greater customer loyalty and higher revenue?

☒ True

☐ False

Quiz Score: **10** out of 10