

Quiz #7

Due Mar 5 at 11:59pm

Points 10

Questions 5

Available Feb 27 at 12am - Mar 5 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:

- Crossing the Chasm: Chapter 7
- Simulation Readings

Attempt History

	Attempt	Time	Score
LATEST	Attempt 2	less than 1 minute	10 out of 10
	Attempt 1	19 minutes	9 out of 10

⚠️ Correct answers will be available on Mar 6 at 12am.

Score for this attempt: **10** out of 10
Submitted Feb 27 at 7:35pm
This attempt took less than 1 minute.

Question 1	2 / 2 pts

According to our reading in Crossing the Chasm, a market is defined as which of the following?

- ☐ A set of actual or potential customers
- ☐ who have a given set of needs or wants
- ☐ who reference each other when making a buying decision
- ☒ All of these answers

Question 2

2 / 2 pts

If customers purchase the same products or services for the same reasons but have no way of referencing each other, they are still part of the same market (true or false).

- ☐ True
- ☒ False

Question 3

2 / 2 pts

For pragmatist customers, competition is defined by which of the following factors (please note that you can choose more than one answer for this question)?

- ☐ None of the above
- ☒ Product warranties
- ☒ Product comparisons

☐ Catchy Ads**Question 4****2 / 2 pts**

Regarding product positioning strategies for mainstream markets, Moore recommends that companies adopt which of the following generic positioning strategies?

☒ Generalist☐ Specialist**Question 5****2 / 2 pts**

According to Moore, the number one priority when crossing the chasm is to do which of the following?

☐ None of the above☐ Avoid bankruptcy☐ Upgrade Brand Positioning☒ Develop a distribution channel into the mainstream**Quiz Score: 10 out of 10**