

Quiz #5

Due Jun 25 at 11:59pm**Points** 10**Questions** 5**Available** Jun 19 at 12am - Jun 25 at 11:59pm**Time Limit** 30 Minutes**Allowed Attempts** 2

Instructions

Quiz questions from "Learning from Extreme Customers"

Attempt History

	Attempt	Time	Score
LATEST	Attempt 2	less than 1 minute	10 out of 10
	Attempt 1	15 minutes	8 out of 10

⚠️ Correct answers will be available on Jun 26 at 12am.

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

Submitted Jun 20 at 11:18am

This attempt took less than 1 minute.

Question 1

2 / 2 pts

According to our readings, traditional customer research is less suitable for providing insights into why customer behaviors, beliefs, and attitudes have evolved.

☒ True

☐ False

Question 2**2 / 2 pts**

According to our reading, the limitation on consumers' abilities to describe what they want or why they buy is which of the following?

- ☐ Motivation
- ☒ Imagination
- ☐ Self-efficacy
- ☐ All of these answers

Question 3**2 / 2 pts**

Which of the following decision logic is used to "draw inferences from exploration of irregular or surprising data?"

- ☐ None of these answers
- ☒ Abductive
- ☐ Inductive
- ☐ Deductive

Question 4**2 / 2 pts**

Learning from outliers allows managers and entrepreneurs to learn from which types of signals?

- ☐ Strong

☐ None of these answers

☐ Absent

☒ Weak

Question 5

2 / 2 pts

Which of the following groups can be important sources of information as 'extreme (or) fringe customers?'

☐ Product Category Virgins

☐ Consumers with Constraints

☐ Opt-outers

☒ All of these answers

Quiz Score: **10** out of 10