

# Quiz #9

**Due** Jul 23 at 11:59pm**Points** 10**Questions** 5**Available** Jul 17 at 12am - Jul 23 at 11:59pm**Time Limit** 30 Minutes**Allowed Attempts** 2

## Instructions

Quiz #9 from the Innovator's Method: Chapter 6

[Take the Quiz Again](#)

## Attempt History

	Attempt	Time	Score
LATEST	<a href="#">Attempt 1</a>	22 minutes	10 out of 10

⚠ Correct answers will be available on Jul 24 at 12am.

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

Submitted Jul 19 at 2:38pm

This attempt took 22 minutes.

### Question 1

2 / 2 pts

A firm's business model refers to a firm's overall strategy for delivering value to and capturing value from customers (T/F)?

☒ True☐ False

**Question 2****2 / 2 pts**

According to our reading, when testing your pricing strategy the most effective first step is to examine your costs of production in order to determine the break-even point for selling a product or service?

☐ True

☒ False

**Question 3****2 / 2 pts**

According to our reading, a consumption chain is the series of steps through which customers pass from the time they first become aware of a need for your solution to how they stay connected to your product/service (T/F)?

☒ True

☐ False

**Question 4****2 / 2 pts**

According to our reading, channel partners are often the best positioned entity to influence a customer according to the customer influence pyramid (T/F)?

☐ True

☒ False

**Question 5****2 / 2 pts**

According to the logic outlined in our reading, during the early customer discovery phase, it is most effective to turn your costs into fixed costs as fast as possible in order to stabilize a predictable budget (T/F)?

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☐ True

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☒ False

Quiz Score: **10** out of 10