

# Quiz #6

**Due** Feb 26 at 11:59pm

**Points** 10

**Questions** 5

**Available** Feb 20 at 12am - Feb 26 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:
- Questions from Crossing the Chasm Chapters 5-6

Take the Quiz Again

## Attempt History

|        | Attempt                   | Time       | Score        |
|--------|---------------------------|------------|--------------|
| LATEST | <a href="#">Attempt 1</a> | 27 minutes | 10 out of 10 |

⚠️ Correct answers will be available on Feb 27 at 12am.

Score for this attempt: **10** out of 10  
Submitted Feb 20 at 11:37am  
This attempt took 27 minutes.

|            |           |
|------------|-----------|
| Question 1 | 2 / 2 pts |
|            |           |

The fundamental principle for crossing the chasm is to diversify your investments as broadly as possible in order to hedge your product risk in any one specific market.

☐ True

☒ False

The fundamental principle for crossing the chasm is to target a specific niche market as your point of attack and focus all your resources on achieving the dominant leadership position in that segment as quickly as possible.

Moore, Geoffrey A.. Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) (p. 105). HarperCollins. Kindle Edition.

## Question 2

2 / 2 pts

When formulating a customer use scenario, which of the following buyers might be relevant to the situation-at-hand?

☐ Economic Buyer

☐ Technical Buyer

☒ All of these answers

Economic buyer: The client who ultimately pays for the lighting fixture.

End user: The interior designer who will guide the client in making the choice.

Technical buyer: The home maintenance provider or building contractor who will install the fixture.

Moore, Geoffrey A.. Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) (p. 113). HarperCollins. Kindle Edition.

☐ End User

### Question 3

2 / 2 pts

Which of the following elements are essential for identifying a target customer in a beachhead market?

☒ None of the above

TARGET CUSTOMER:

Is there a **single, identifiable** economic buyer for this offer?

**Readily accessible** to the sales channel we intend to use?

Sufficiently well funded to pay the price for the **whole product?**

Moore, Geoffrey A.. Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) (p. 120). HarperCollins. Kindle Edition.

☐ Capable of bypassing the sales channel for automated marketing

☐ Multiple identifiable economic buyer

☐ Well funded to pay for the minimum viable product

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

"Bowling pin" potential refers to the fact that entry into one target segments provides access to customers and partners that facilitate entry into adjacent niches.

☒ True

NEXT TARGET CUSTOMER: If we are successful in dominating this niche, does it have good "bowling pin" potential? That is, will these customers and partners facilitate our entry into adjacent niches?

Moore, Geoffrey A.. Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) (p. 123). HarperCollins. Kindle Edition.

☐ False

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

Which of the following products is set up to maximize the chances the product would achieve the buying objective for pragmatic customers?

☐ Generic Product

☐ All of these answers

☒ Augmented Product

Augmented product: This is the product fleshed out to provide the maximum chance of achieving the buying objective. In the case of a tablet, this would include email, a browser, a calendar, a personal directory, a search engine, and an app store, for example.

Moore, Geoffrey A.. Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) (p. 132). HarperCollins. Kindle Edition.

☐ Expected Product

Quiz Score: **10** out of 10