

Quiz #1

Due Jan 22 at 11:59pm

Points 10

Questions 10

Available Jan 16 at 12am - Jan 22 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 Technology Strategy reading from HBSP Coursepack.

Attempt History

	Attempt	Time	Score
LATEST	Attempt 2	4 minutes	10 out of 10
	Attempt 1	30 minutes	6 out of 10

⚠️ Correct answers will be available on Jan 23 at 12:01am.

Score for this attempt: **10** out of 10
Submitted Jan 19 at 6:22pm
This attempt took 4 minutes.

Question 1

1 / 1 pts

Which of the following is an example of a technology?

- (A) The way a gardening service provides its weekly cleanup
- (B) The way a hospital team performs a procedure to clear blocked arteries
- (C) The way a video-streaming service delivers content to users' devices.

☒ A, B, and C

☐ C only

☐ B and C

☐ A and B

☐ A and C

Question 2

1 / 1 pts

Which of the following best describes ways in which technology strategy is different from conventional competitive strategy?

☐ A new technology may enable firms to create new value by targeting customer needs they could not previously meet, thus permitting a new range of competitive positions and new types of competitive advantage.

☒ All answers are correct.

☐ Initially, positioning may be impossible because there may be no suppliers, no customers, and no clearly identified competitors.

☐ Technology strategy must deal with high degrees of risk and uncertainty.



A technology strategy has to go beyond choosing a position in an industry to choosing an industry.



Timing is a critical aspect of a technology strategy.

Question 3

1 / 1 pts

Which of the following is NOT implied by the technology S-curve?



When a new technology is first introduced, performance tends to improve slowly.



The rate at which new technologies are introduced is increasing.



There is a stage during which the performance of the technology improves rapidly.



Incumbent firms using a technology must consider whether to transition to the next new technology.



At some point, additional expenditure of time and development effort fails to produce significant gains in performance.

Question 4

1 / 1 pts

Which of the following are techniques to manage technology risks?

- (A) Conduct proof-of-concept experiments
- (B) Develop working prototypes
- (C) Preempt scarce assets

☒ A and B

☐ C only

☐ B only

☐ A, B, and C

☐ B and C

Question 5

1 / 1 pts

Which of the following factors influences an innovator's commercialization strategy?

- (A) The choice between cooperation and competition
- (B) The robustness of the market for ideas
- (C) The ownership of valuable or specialized complementary assets

☐ A, B, and C

☐ A and B

☐ A

☒ B and C

☐ A and C

Question 6

1 / 1 pts

Suppose that an innovator has developed an idea for a web application that is easily imitated by others in the industry. The web app does not require any complementary assets to deliver customer value. Which of the four strategies from Gans's and Stern's commercialization strategy framework applies in this case?

- ☒ Attacker's advantage
- ☐ Reputation-based ideas trading
- ☐ Greenfield competition
- ☐ Ideas factories

Question 7**1 / 1 pts**

Which of the following is NOT an example of a revenue model?

- ☒ Value-based pricing
- ☐ Complement pricing
- ☐ All of these are examples of a revenue model.
- ☐ Freemium pricing
- ☐ Advertising

Question 8**1 / 1 pts**

True or false: According to Geoffrey Moore, the best way to achieve adoption of an offering based on a new technology by mainstream customers is to mitigate risk by targeting three to four different markets.

☐ True

☒ False

Question 9

1 / 1 pts

In the growth stage of the market for an offering based on a new technology, what is the reasoning behind a strategy of preemption?

☐ To exploit switching costs and increasing returns to scale

☒ To secure ownership of scarce assets

☐ To reduce rivalry, thus making price-based competition less likely

☐ To establish relationships with incumbent firms

☐ To enter the market before competitors

Question 10

1 / 1 pts

Which of the following is NOT an important factor in determining the importance of a dominant design in a market?

☐ Network Effects

☐ Economies of scale

- ☒ The potential for industry convergence
- ☐ Interoperability
- ☐ All of these are important factors.

Quiz Score: **10** out of 10