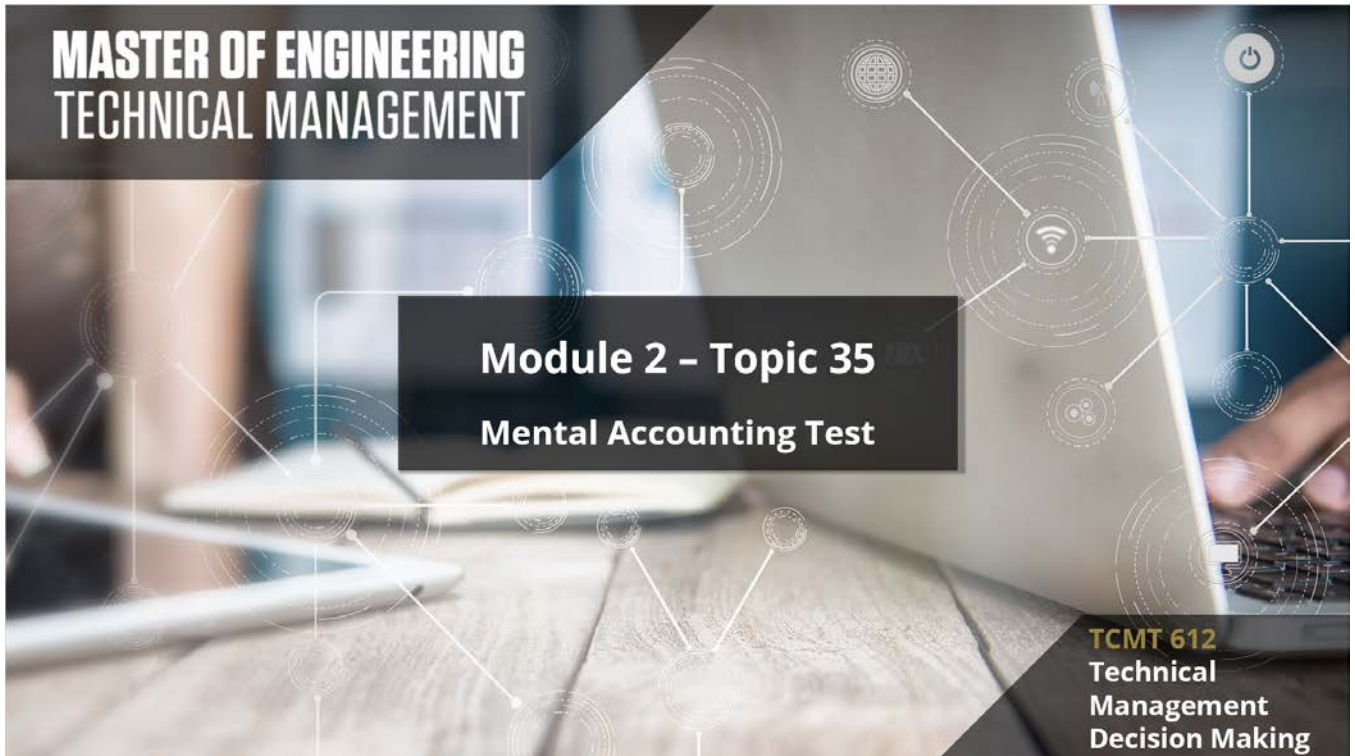


# TCMT612\_02M\_035T\_Mental-accounting-test

## 1. Main

### 1.2 Topic title



#### Notes:

The mental accounting assessment.

### **1.3 Test**



#### **Notes:**

Now that you have completed this part of module 2, you are ready to take a test on mental accounting.

Please submit the two answers for this test in your learning management system.

### 1.4 Question 1

**Product manager of Company XYZ – product profit**

**Option A – disruptive product**

- Estimated profit = \$70 million
- Success rate = 50%
- If unsuccessful no money from product

**Option B – improvement product**

- Estimated profit = \$35 million
- Success rate = 90%

**Which product would you choose?**

#### Notes:

You are a product manager of company XYZ, which measures its employees' performance primarily based on product profit.

You need to select one product from two options.

Option A is to develop and launch a new disruptive product.

The estimated profit is \$70 million if the product launch is successful, and the success rate is 50%.

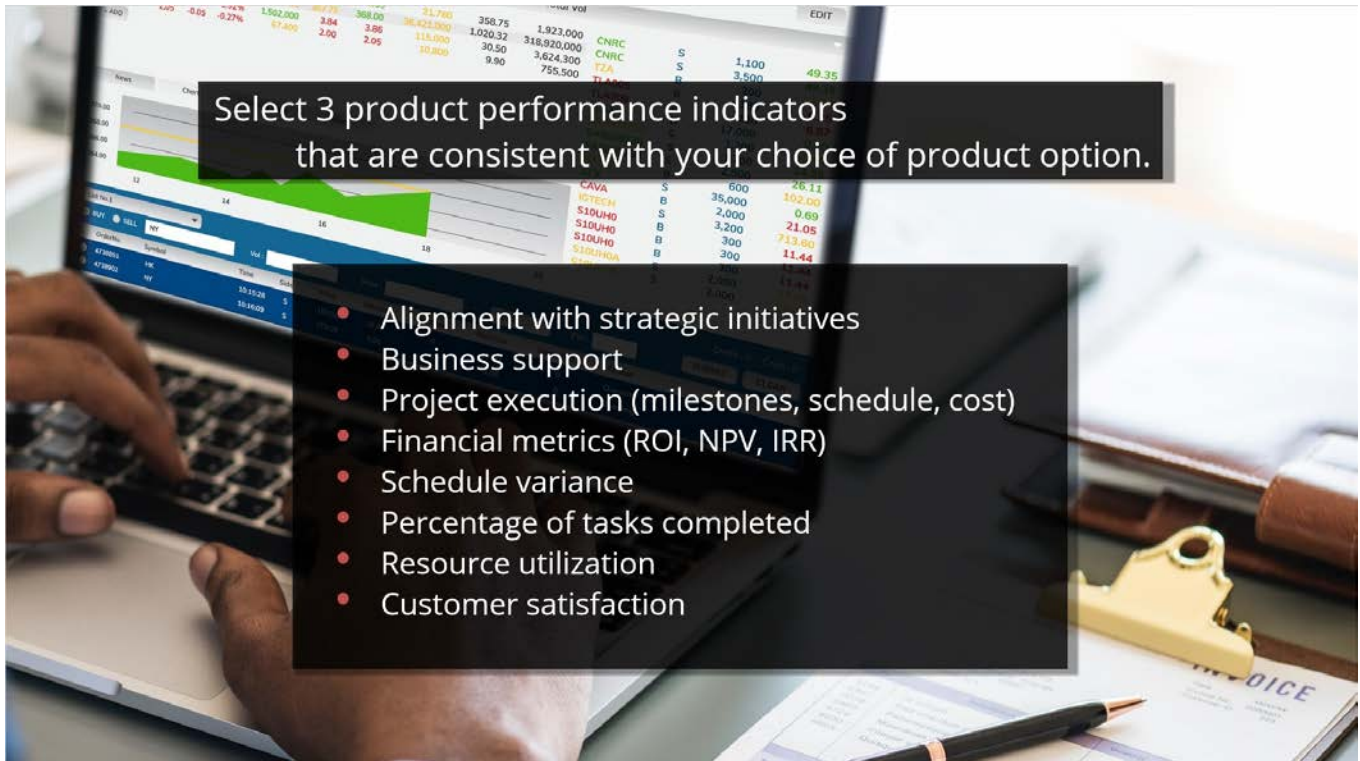
If the product launch is unsuccessful, the company is not going to make any money from the product.

The second is an improved product based on the existing product.

The estimated profit is \$35 million, and success rate is 90%.

Which product would you choose?

## 1.5 Question 2



Select 3 product performance indicators that are consistent with your choice of product option.

- Alignment with strategic initiatives
- Business support
- Project execution (milestones, schedule, cost)
- Financial metrics (ROI, NPV, IRR)
- Schedule variance
- Percentage of tasks completed
- Resource utilization
- Customer satisfaction

### Notes:

Also, from the below list, please select 3 product performance indicators that are consistent with your choice of product option.