National Testing Agency

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New Product Development

Group Number :	1
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Break time:	0
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Part A

Section Id :	709597325
Section Number :	1
Section type :	Online
Mandatory or Optional:	Mandatory
Number of Questions:	25
Number of Questions to be attempted:	25
Section Marks:	12.5
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	709597420
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 70959722636 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Rajesh has a mission statement for the new product he is developing. The mission statement says: "the product will capture 10% of the market share." Which of the below categories does the mission statement fall under?

(a) product description
(b) business goal
(c) primary market focus
(d) secondary market focus

Question Number : 2 Question Id : 70959722637 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Which of the below type of product enables a company to enter a radically new market?

(a) Innovations to existing products
(b) Derivative products
(c) New-platform products
(d) Breakthrough products

Question Number : 3 Question Id : 70959722638 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

In the Buyer Utility Map, which squares (red or blue) indicate that a new activity can be initiated?
(a) Red
(b) Blue
(c) Both Red and Blue
(d) Neither Red, nor Blue.

Question Number : 4 Question Id : 70959722639 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Ravi has bought a new laptop. While laptop is working, its charger is faulty. This comes under category of product frustration?
(a) True
(b) False

Question Number : 5 Question Id : 70959722640 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Lead Users are advanced users who experience the needs well ahead of the market and can experiment to meet these needs.
(a) True
(b) False

Question Number : 6 Question Id : 70959722641 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Which of the below is at the centre of Peter Morville's Honeycomb in the context of building superior user experience?
(a) Desirable
(b) Valuable
(c) Usable
(d) Useful

Question Number : 7 Question Id : 70959722642 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

According to Kano's model of user preferences, while taking product decisions, it is important to invest in reverse attributes.
(a) True
(b) False

Question Number : 8 Question Id : 70959722643 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

In the Product Variety Matrix, based on Kano's model, the "Must Have" configuration falls under the _____ and _____ categories.
Which of the below options appropriately fills the blanks in the right sequence in the statement above?
(a) one-dimensional, attractive
(b) minimum satisfier, no-delighter
(c) satisfier-level 1, delighter 1
(d) satisfier-level 2, delighter 2

Question Number : 9 Question Id : 70959722644 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

In the House of Quality diagram, which of the below parts comes on the top (i.e. as the roof of the house)?
(a) Technical Specifications
(b) Planning Matrix
(c) Technical Correlations
(d) Technical Targets

Question Number : 10 Question Id : 70959722645 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

How do tool-kits enable users to build their own products?
1 – Users can customize the product according to their tastes
2 – Users can experiment with features and arrive at new configurations
3 – Users can arrive at trade-offs between features in order to minimize overall price
(a) All of 1,2,3
(b) Only 1,2
(c) Only 1,3
(d) None of the above

Question Number : 11 Question Id : 70959722646 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Quality Function Deployment increases the customer satisfaction by enhancing the quality of new product.
(a) True
(b) False

Question Number : 12 Question Id : 70959722647 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

The _____ product architecture optimizes form and size, over flexibility.
Which of the below options, appropriately fills the blank in the statement above?
(a) modular
(b) integral
(c) flexible
(d) disintegrated

Question Number : 13 Question Id : 70959722648 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

For which products, the prototypes are used to show feasibility of the new product idea.

    (a) Breakthrough products
    (b) Derivative products
    (c) Platform products

Question Number : 14 Question Id : 70959722649 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Which of the below team structure is suitable for radical/breakthrough project?
(a) Matrix NPD
(b) Functional NPD
(c) Project NPD

Question Number : 15 Question Id : 70959722650 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Internal product integrity is the way in which the product fits the environment and the expectations of its users?
(a) True
(b) False

Question Number : 16 Question Id : 70959722651 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Which of the below product service system (PSS) typically includes a 'buy back' offer at the end of the product life?
(a) Product-oriented PSS
(b) Use-oriented PSS
(c) Result-oriented PSS

Question Number : 17 Question Id : 70959722652 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

In _____ differentiation, we analyse the variance in tastes and needs of its customers.
Which of the below options, appropriately fills the blank in the statement above?
(a) Horizontal
(b) Vertical
(c) Customer
(d) Market

Question Number : 18 Question Id : 70959722653 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Patent filing should be done within _____ of disclosure through a provisional patent.
Which of the below options, appropriately fills the blank in the statement above?
(a) one day
(b) one month
(c) one year
(d) None of the above

Question Number : 19 Question Id : 70959722654 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

In the context of new product development, it is always better to choose under-pricing models over value-based pricing models.
(a) True
(b) False

Question Number : 20 Question Id : 70959722655 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Once the contract is signed off, the consultant does
1- Research to generate credible choices/options
2- Quantitatively models benefits and trade-offs
3- Perform scenario analysis or sensitivity analysis
4- Recommends solution and implementation path
(a) All of 1,2,3,4
(b) Only 1,2,3
(c) Only 2,3,4
(d) Only 1,4

Question Number : 21 Question Id : 70959722656 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

In order to serve the base-of-pyramid market, the product should focus on having _____ features.
Which of the below options, as told in the video, appropriately fills the blank in the statement above?
(a) innovative
(b) inquisitive
(c) intuitive
(d) interpolative

Question Number : 22 Question Id : 70959722657 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Which of the below are abilities of the left-brain?
1 – Logical thinking
2 – Analytical thinking
3 – Artistic thinking
(a) All of 1,2,3
(b) Only 1,2
(c) Only 1,3
(d) Only 2,3

Question Number : 23 Question Id : 70959722658 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Which one is the third stage of 4D design thinking framework?
(a) Deliver
(b) Discover
(c) Develop
(d) Define

Question Number : 24 Question Id : 70959722659 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 0.5 Wrong Marks : 0

Combining both modular achitecture and integral architecture improves the product as benefits of both can be realized.

(a) True
(b) False

Question Number : 25 Question Id : 70959722660 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 0.5 Wrong Marks : 0
Which of the below agents controls the stage gates through the product development funnel?

(a) The engineers who are developing the product
(b) The senior management of the company
(c) The shareholders of the company
(d) The intended customers for the product

Part B

Section Id :	709597326
Section Number :	2
Section type :	Online
Mandatory or Optional:	Mandatory
Number of Questions:	25
Number of Questions to be attempted:	25
Section Marks:	25
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	709597421
Question Shuffling Allowed :	Yes

Question Number : 26 Question Id : 70959722661 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0
Which of the below product service system (PSS), users basically avoid owning the product and just pay for the service?

(a) Use-oriented PSS
(b) Product-oriented PSS
(c) Result-oriented PSS

Question Number : 27 Question Id : 70959722662 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Which of the below are parts covered under a Business Model?

    1 – Who are the customers?

    2 – What do they value?

    3 – How to deliver value at a reasonable cost?

  (a) All of 1,2,3
  (b) Only 1,2
  (c) Only 2,3
  (d) Only 3

Question Number : 28 Question Id : 70959722663 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the below are the requirements of product patenting?

    1 – Novelty

    2 – Non-obviousness

    3 – Industrial application

    4 – Non-religiousness

  (a) Only1,2
  (b) Only 1,2,3
  (c) Only 1
  (d) All of 1,2,3,4

Question Number : 29 Question Id : 70959722664 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ranju runs a product development firm where her focus is completely on rolling out new products, and, as a result, does not spare any time in contacting her existing users. In what way does she lose out on new product development opportunities?

  (a) Existing customers could be a good market to sell new products too
  (b) Existing customers have feedback to provide, which can be key inputs to creation of new (enhanced) products
  (c) Existing customers could change over to competitors' products in the future
  (d) All of the above

Question Number : 30 Question Id : 70959722665 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A new business model, focused on new product development, could be unsuccessful when it fails either the _____ test or the _____ test.

Which of the below options appropriately fills the blanks in the right sequence in the statement above?

  (a) narrative, numbers

  (b) narrative, product

  (c) value,sales

  (d) efficiency, profit

Question Number : 31 Question Id : 70959722666 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Business models are _____ centric while business strategies are _____ centric.

Which of the below options appropriately fills the blanks in the right sequence in the statement above?

(a) opportunity, competition
(b) competition, opportunity
(c) value,sales
(d) efficiency, profit

Question Number : 32 Question Id : 70959722667 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the below kind of products, if existing in the market already, could be a threat to your new product being developed?

(a) Complementary products
(b) Derivative products
(c) Substitute/Alternative products
(d) All of the above

Question Number : 33 Question Id : 70959722668 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the below kind of competitions, if existing in the market already, could be a threat to your new product being developed?

(a) Competition from similar products
(b) Competition from component makers
(c) Competition from repair service providers
(d) All of the above

Question Number : 34 Question Id : 70959722669 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

For a product that values robustness over flexibility, which of the below architectures is preferable?

(a) modular
(b) integral
(c) flexible
(d) disintegrated

Question Number : 35 Question Id : 70959722670 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

) In which of the below structures does the product move from one functional department to the next till it is completed?

(a) Project NPD structure
(b) Heavy-weight NPD structure
(c) Light-weight NPD structure
(d) Functional NPD structure

Question Number : 36 Question Id : 70959722671 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When multiple departments are working on a complex product, how does collocating those departments help in the specific context of product development?

    (a) People can move easily across departments to understand the working of their counterparts in other departments

    (b) People can meet and greet on a daily basis and get to know each other better

    (c) Products can be physically transported faster

    (d) All of the above

Question Number : 37 Question Id : 70959722672 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the below product structures is suited for complex and long-gestation products, like automobiles?

    (a) Project NPD

    (b) Functional NPD

    (c) Matrix NPD

Question Number : 38 Question Id : 70959722673 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Outsourced activity comes under the scope of which of the below PSS?

(a) Product-oriented PSS

(b) Use-oriented PSS

(c) Result-oriented PSS

Question Number : 39 Question Id : 70959722674 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Match the below product-types to the structure best suited for their development:

Product type

1) Breakthrough product

2) New Platform project

3) Derivative product

4) Deeply-technical product

Structures

A) Project NPD Structure

B) Functional NPD Structure

C) Light-weight NPD Structure

D) Heavy-weight NPD Structure

(a) 1-A, 2-B, 3-C, 4-D

(b) 1-D, 2-B, 3-A, 4-C

(c) 1-D, 2-C, 3-B, 4-A

(d) 1-A, 2-D, 3-C, 4-B

Question Number : 40 Question Id : 70959722675 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

|Modular product architecture optimizes _____ over _____

Which of the below options, appropriately fills the blank in the statement above in the same order?

(a) marketability, performance(form factor)
(b) performance(form factor), flexibility
(c) flexibility, performance(form factor)
(d) flexibility, usability

Question Number : 41 Question Id : 70959722676 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the below are advantages of Analytical Prototypes?

1 – They are flexible

2 – They are made of standard components

3 – They enable non-destructive testing

(a) All of 1,2,3
(b) Only 1,2
(c) Only 1,3
(d) None of the above

Question Number : 42 Question Id : 70959722677 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the below are facilitated by collocating departments that are working on the same product?

1 – Taking joint decisions whenever needed
2 – Teams meeting and understanding each other's work
3 – Competition between the departments in reaching deadlines faster
(a) All of 1,2,3
(b) Only 1,2
(c) Only 1,3
(d) Only 2,3

Question Number : 43 Question Id : 70959722678 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In which of the below structures is interaction between departments not needed during product development?

1 – Functional NPD

2 – Project NPD

3 – Matrix NPD

(a) Only 1
(b) Only 2
(c) Only 1,2
(d) Only 2,3

Question Number : 44 Question Id : 70959722679 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sam owns a product development company. He wants to have a structure that caters to customized product development which will have minimal changes and not require integration across departments. Which of the below structures will suit his need?

(a) Project NPD
(b) Functional NPD
(c) Matrix NPD
(d) None of the above

Question Number : 45 Question Id : 70959722680 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Thomas is working to develop a radical, breakthrough product. Which of the below structures best suits his needs?

(a) Project NPD
(b) Functional NPD
(c) Heavy-weight matrix NPD
(d) Light-weight matrix NPD

Question Number : 46 Question Id : 70959722681 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In _____ differentiation, we analyse the variance in customer's willingness to pay.

Which of the below options, appropriately fills the blank in the statement above?

    (a) Horizontal
    (b) Vertical
    (c) Customer
    (d) Market

Question Number : 47 Question Id : 70959722682 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Rajan is starting on a New Product Development. Which of the below aspects are going to influence the success of his product in the market?

1 – Lack of availability of local repair service for Rajan's new product

2 – Cultural mismatch between the product's usage and its intended customers

3 – Availability of substitutes to Rajan's product

    (a) All of 1,2,3
    (b) Only 1,2
    (c) Only 2,3
    (d) Only 1,3

Question Number : 48 Question Id : 70959722683 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Rajan is going to launch a New Product into the market. Which of the below aspects are going to enable the use of his product in the market?

1 – Ensuring availability of spares for his product

2 – Providing clearly understandable installation/usage instructions

3 – Providing the terms and conditions of product reselling

    (a) All of 1,2,3
    (b) Only 1,2
    (c) Only 2,3
    (d) Only 1,3

Question Number : 49 Question Id : 70959722684 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Design thinking involves rapid experimentation through quick cycles of _____.

Which of the below options, appropriately fills the blank in the statement above?

    (a) rewards
    (b) punishments
    (c) failures
    (d) feedback

Question Number : 50 Question Id : 70959722685 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

In the context of emerging markets, what constitutes technology risk?

(a) The vulnerability of a technology to catch fire
(b) The risk of competitors imitating the technology easily
(c) The risk that users would not find local repair/service providers for new technology
(d) The risk that users would get addicted to the technology

Question Number : 51 Question Id : 70959722686 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the below are the contribution by the right brain towards design thinking?

(a) Ability to craft novel solutions
(b) Ability to weave context in a story-based narration
(c) Ability to see from different perspectives
(d) Ability to construct something new by using what is available

Question Number : 52 Question Id : 70959722687 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Mistakes that are detected at later stages of product development tend to be expensive to fix because of which of the below factors?

(a) High cost of fixing the mistake
(b) High effort needed to fix the mistake
(c) High scale of impact on marketing strategy
(d) High level of escalations

Question Number : 53 Question Id : 70959722688 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the following can be examples of use-oriented product service system?

(a) Bicycle sharing for city commute
(b) Renting of costumes for plays
(c) Borrowing books from the library
(d) Apartments taken on short term rent

Question Number : 54 Question Id : 70959722689 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the below are the ways to create new demand for existing products?

(a) Adding a new utility
(b) Improve efficiency
(c) Enhance safety of usage/storage
(d) Improve aesthetics and/or ergonomics

Question Number : 55 Question Id : 70959722690 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the below are parts of a patent application?

(a) Defined scope of the invention
(b) Outlining all new claims
(c) Backgrounds of the inventors
(d) Markets that will be served by the product

Question Number : 56 Question Id : 70959722691 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the below are viable ways to mitigate an environment of rampant piracy?

(a) Product enhancements
(b) Extremely low-pricing
(c) Service enhancements
(d) Creating patent fences

Question Number : 57 Question Id : 70959722692 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the below are cost-related mistakes that happen in a New Product Business Plan?

(a) High unjustified capital requirements
(b) Buying facilities when renting is possible
(c) Not economizing on resources
(d) Using free press publicity over paid advertisements

Question Number : 58 Question Id : 70959722693 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1.5 Wrong Marks : 0

Which of the below are the features of integral product architecture?

(a) Optimizes performance (form factor) over flexibility
(b) Minimizes form, size, volume of the product
(c) Embodies one functionality per part
(d) Limits post-purchase repair and upgrade

Question Number : 59 Question Id : 70959722694 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

Which of the below are facilitated by the Matrix NPD structure?

(a) Dual reporting to functional as well as project manager
(b) Consistency to handle long-gestating product development cycle
(c) Employing experts/designers across multiple new product projects.
(d) Suitable only for short duration projects.

Question Number : 60 Question Id : 70959722695 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

In the context of NPD, which of the below ensure 'Product Integrity'?

(a) The product has features that are appreciated by customers
(b) The product delivers what is expected out of it
(c) The product has all the parts seamlessly integrated with one another
(d) The product does not meet user's expectations

Question Number : 61 Question Id : 70959722696 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

Productizing a pure service can provide which of the following benefits to the buyers?

(a) Makes it easier to purchase
(b) Becomes more tangible to the user
(c) Makes it easier to budget
(d) Lowers the risk of cost-overruns

Question Number : 62 Question Id : 70959722697 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

Which of the following are values created by a product service system business?

(a) Cost reductions in the utilization of assets
(b) Increased value in the product service combination
(c) Expansion of customer base
(d) Changes in the competitive environment

Question Number : 63 Question Id : 70959722698 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

Which of the below falls under Customer Experience stage (i.e. horizontal axis) in the Buyer Utility Map?

(a) Purchase
(b) Delivery
(c) Maintenance
(d) Convenience

Which of the below are the stages in the Product Development Process?
(a) Product Design
(b) Concept Generation
(c) Prototype Testing
(d) Concept Selection

Which of the below falls under Customer Utility (i.e. vertical axis) in the Buyer Utility Map?

(a) Productivity
(b) Simplicity
(c) Risk
(d) Convenience

James is planning to use Peter Morville's Honeycomb approach while designing his new product. In that context, which of the below questions would he ask?

(a) Is the product suitably accessible to users with special needs?
(b) Is the product desirable from the point of view of the user?
(c) Can users easily find what they want in the product?
(d) Is the product easy to use?

Which of the below are categories in Kano's model for user preferences?

(a) One-dimensional needs
(b) Two-dimensional needs
(c) Must-haves
(d) Attractive features

Which of the below are requirements of an effective user tool-kit?

(a) Enable users to make complete cycles of trial-and-error
(b) Must contain adequate library of commonly used modules
(c) Adequate solution space to cover all potential designs
(d) Should be user-friendly

Which of the below are benefits of an effective user tool-kit?

(a) Gives a clear competitive advantage for the product
(b) Cuts down product development time
(c) Enables product variety
(d) Facilitates capturing user trend

Ravi is launching a new laptop into the market and decides to incorporate a user-oriented design to his product. Which of the below options can be part of his toolkit?

(a) Users can choose the processor configuration needed
(b) Users can choose the colour of the outer panels
(c) Users can decide which softwares to be preinstalled
(d) Users can bid for the price they are willing to pay for the product

Which of the below are benefits of Quality Function Deployment (QFD)?

(a) Increased customer satisfaction
(b) Improved development cycles
(c) Better internal knowledge transfer
(d) Better House of Quality diagram

Which of the below management areas does New Product Development influence?

(a) Organization Strategy
(b) Marketing
(c) Operations
(d) Succession Planning

When developing a new product, which of the below criteria would you include as part of your mission statement?

(a) The primary market for the product
(b) The legal standards that the product would adhere to
(c) The competitors that have been identified for the product
(d) Profit and market share goals

Question Number : 74 Question Id : 70959722709 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

Specifically, with respect to managing product development, which of the below would be your main target questions?

(a) How to reduce time to market?
(b) Which celebrities to include in the product launch?
(c) Which languages to print the user manuals in?
(d) How best to align the product to the needs of users?

Question Number : 75 Question Id : 70959722710 Question Type : MSQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1.5 Wrong Marks : 0

Which of the below kind of products should a company incorporate in order to have a balance product portfolio?

(a) Big-ticket breakthrough products
(b) Derivative products
(c) New-platform products
(d) Small innovations of existing products