

National Testing Agency

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Marketing and Innovation

Group Number : 1
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Marketing and Innovation

Section Id : 709597328
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 75
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Section Marks: 75
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 709597423
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 70959722711 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If a product that has *high affordability*, it has a higher potential to create *high acceptability*.

a. True

b. False

Question Number : 2 Question Id : 70959722712 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The _____ is a phenomenon whereby the use of a product by a larger number of people improves the value of the product.

- a. Chain effect
- b. Network effect
- c. Domino effect
- d. Value effect

Question Number : 3 Question Id : 70959722713 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

MVC (Market Value Coverage) is a measure of how well the overall marketing program succeeds in ensuring that prospects have the greatest likelihood of turning into actual customers.

- a. True
- b. False

Question Number : 4 Question Id : 70959722714 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Market value coverage (MVC) of 100% always means optimum profitability.

- a. True
- b. False

Question Number : 5 Question Id : 70959722715 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 order to have maximum profits, each A should be close to 100 percent and the overall MVC should be:

- a. Equal to 100
- b. More than 100
- c. Less than 100
- d. None of the above

Question Number : 6 Question Id : 70959722716 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

MVC is calculated by using the following formula:

- a. Acceptability × Affordability
- b. Accessibility × Awareness
- c. Affordability × Accessibility
- d. Acceptability × Affordability × Accessibility × Awareness

Question Number : 7 Question Id : 70959722717 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The 4 A's of marketing have a same role to play in the different stages of the product life cycle:

- a. True
- b. False

Question Number : 8 Question Id : 70959722718 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Emotional resistance to innovation is due to one of the following reasons:

- a. Negative Image
- b. Usage Incompatibility
- c. Affordability
- d. Both b & c

Question Number : 9 Question Id : 70959722719 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Poor performance is a reason for the _____ to an innovation:

- a. Emotional resistance
- b. Rational resistance
- c. Cross resistance
- d. Dual resistance

Question Number : 10 Question Id : 70959722720 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 there is a high rational and high emotional resistance, it's called a:

- a. Dual resistance
- b. Cross resistance
- c. Range resistance
- d. Both a & b

Question Number : 11 Question Id : 70959722721 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Dual resistance can be overcome by:

- a. R&D intervention
- b. Both Marketing intervention and R&D
- c. Marketing intervention
- d. None of these

Question Number : 12 Question Id : 70959722722 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ Is the incompatibility with existing workflows, practices and processes?

- a. Poor performance
- b. Lack of relative value
- c. Perceived Risk
- d. None of these

Question Number : 13 Question Id : 70959722723 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ refers to the ability to influence consumer perception regarding a brand or product relative to competitors.

- a. Market Positioning
- b. Market segmentation
- c. Targeting strategy
- d. None of the above

Question Number : 14 Question Id : 70959722724 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Positioning aims at establishing an image or identity of a brand or product to make the consumers perceive it in a certain desirable way.

- a. True
- b. False

Question Number : 15 Question Id : 70959722725 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Differentiation is one of the most important types of positioning factors for customers which helps companies fight price wars.

- a. True
- b. False

Question Number : 16 Question Id : 70959722726 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 following is a positioning strategy sets a company's product and services apart from its competitors?

- a. Price
- b. Quality
- c. Differentiation
- d. Both b and c

Question Number : 17 Question Id : 70959722727 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Market positioning helps us in creating a segment for our products that we can continuously serve.

- a. True
- b. False

Question Number : 18 Question Id : 70959722728 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The following two are highly influential in determining the rate of adoption of any innovation.

- a. Relative advantage and Diffusability
- b. Trialability and Technological advance
- c. Relative advantage and Complexity
- d. Compatibility and Comparability

Question Number : 19 Question Id : 70959722729 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 following is not a practical and implementable solution for overcoming super specialization?

- a) Skunk Works
- b) Strategic alliances
- c) Franchising
- d) Acquisition

Question Number : 20 Question Id : 70959722730 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. The term 'Skunk Works' was coined by;

- a) Lockhardt
- b) Lockheed
- c) Kotler
- d) Drucker

Question Number : 21 Question Id : 70959722731 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 following is not a basis for Product Differentiation?

- a) Design
- b) Product mix
- c) Aesthetics
- d) Characteristics

Question Number : 22 Question Id : 70959722732 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 following is not a force driving global growth of inventions?

- a) Rise of entrepreneurship
- b) Globalization of competition
- c) Changing policy and regulations
- d) Bargaining power of suppliers

Question Number : 23 Question Id : 70959722733 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 following statements is false?

- a) Companies resist innovation though it is a means to survival.
- b) As demand for innovation increases, the internal resistance increases.
- c) Competition is constructive destruction.
- d) Internal resistance to innovation is more of a cultural problem.

Question Number : 24 Question Id : 70959722734 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 following is not a source of internal resistance to innovation?

- a) Lack of innovative ideas
- b) Access to market
- c) Regulation
- d) Inflexible operations

Question Number : 25 Question Id : 70959722735 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 following is not a practical and implementable strategy for overcoming insufficient resources?

- a) Licensing
- b) Exporting
- c) Franchising
- d) Forming a consortium

Question Number : 26 Question Id : 70959722736 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 following is correct about Design thinking?

- a) It is a way of thinking about design.
- b) It is a mindset to define, frame and solve problems.
- c) It teaches design to non-designers
- d) It separates 'thinking' from 'making'.

Question Number : 27 Question Id : 70959722737 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 following is the 1st step in Design thinking?

- a) Prototype of the product
- b) Empathy or Understanding the problem
- c) Identifying the solution to the problem
- d) Planning for the solution

Question Number : 28 Question Id : 70959722738 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Whose approach is one of the early examples of Design Thinking?

- a) Galileo
- b) Einstein
- c) Edison
- d) Newton

Question Number : 29 Question Id : 70959722739 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Innovation is powered by

- a) Direct observation
- b) Questioning
- c) Conducting survey
- d) Research

Question Number : 30 Question Id : 70959722740 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 following was given as an example of application of Design Thinking?

- a) Bank of America
- b) Citibank
- c) American Express
- d) PayPal

Question Number : 31 Question Id : 70959722741 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Complete the sentence: "The best way to predict the future is to _____ it"

- a) Create
- b) Design
- c) Invent
- d) Discover

Question Number : 32 Question Id : 70959722742 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many steps are in the Design Thinking process?

- a) 6
- b) 4
- c) 5
- d) 3

Question Number : 33 Question Id : 70959722743 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 following was given as an example of empathy in Design Thinking?

- a) Paytm
- b) Walmart
- c) American Express
- d) Apple

Question Number : 34 Question Id : 70959722744 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The most crucial step in Design Thinking is:

- a) Empathize
- b) Observe
- c) Test
- d) Ideate

Question Number : 35 Question Id : 70959722745 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 following is not a space through which a design project must pass?

- a) Ideation
- b) Instruction
- c) Implementation
- d) Inspiration

Question Number : 36 Question Id : 70959722746 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 following is not a suitable principle for gathering feedback on prototypes?

- a) Ask the right questions
- b) Test the prototype on the right people
- c) Be biased when presenting your idea
- d) Adapt while testing

Question Number : 37 Question Id : 70959722747 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 following statements is false?

- a) Find the right idea, and then everything else comes easy.
- b) Idea may be easy to find but execution is difficult.
- c) Search of value proposition may be hard.
- d) Business model is difficult to scale.

Question Number : 38 Question Id : 70959722748 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Mark Payne, what percentage of innovative products is a flop in the market?

- a) 50%
- b) 30%
- c) 90%
- d) 60%

Question Number : 39 Question Id : 70959722749 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many reasons for the failure of innovation have been listed?

- a) 5
- b) 4
- c) 6
- d) 8

Question Number : 40 Question Id : 70959722750 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The reasons for failure of innovations are categorized into two groups. They are:

- a) Rational and Irrational
- b) Temporary and Permanent
- c) Rational and Emotional
- d) Practical and Emotional

Question Number : 41 Question Id : 70959722751 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 following is not a reason for failure of innovation?

- a) Poor performance
- b) Lack of creativity
- c) Negative Image
- d) Tradition

Question Number : 42 Question Id : 70959722752 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Indian machine tools were discussed as the example for which of the following reason for failure of innovation?

- a) Poor performance
- b) Lack of creativity
- c) Negative Image
- d) Tradition

Question Number : 43 Question Id : 70959722753 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How much percentage of the investment in R&D results in an efficient, innovative output?

- a) Less than 30%
- b) Less than 20%
- c) Less than 15%
- d) Less than 10%

Question Number : 44 Question Id : 70959722754 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If necessity is the mother of invention, which of the following is true?

- a) Affordability is the father of innovation.
- b) Involvement is the brother of invention.
- c) Good performance is the result of innovation.
- d) New idea is the sister of invention.

Question Number : 45 Question Id : 70959722755 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Affordability is the key to creating new markets. This was pioneered by which of the following countries?

- a) Japan
- b) India
- c) America
- d) Australia

Question Number : 46 Question Id : 70959722756 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 following is not an example of making innovation affordable?

- a) Kodak camera
- b) Model T car
- c) Apple iphone
- d) Timex watch

Question Number : 47 Question Id : 70959722757 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Reverse innovation is the opposite of

- a) Liberalization
- b) Globalization
- c) Decentralization
- d) Privatization

Question Number : 48 Question Id : 70959722758 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 following is not a characteristic of Plug & Play?

- a) Cheaper
- b) Faster
- c) Repetitive
- d) Better

Question Number : 49 Question Id : 70959722759 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Marketing has failed due to which of the following?

- a) Marketing has become very sales oriented
- b) It mostly deals with how to get the customers to buy the product/service.
- c) There is no proper understanding of the factors that fulfill marketing purpose.
- d) All the above

Question Number : 50 Question Id : 70959722760 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 following is not a performance indicator of marketer's influence?

- a) Growth of the company
- b) Customers' Loyalty
- c) Market share of the company
- d) Price level of the product

Question Number : 51 Question Id : 70959722761 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Copernicus Marketing Consulting, which of the following is incorrect?

- a) 84% of 500 marketing programs resulted in declining brand equity
- b) Customer acquisition efforts reach break-even point.
- c) Less than 10% of the new products are loss making.
- d) The ROI on advertising is less than 4%

Question Number : 52 Question Id : 70959722762 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 following is not a part of the 4As of marketing?

- a) Affordability
- b) Accessibility
- c) Awareness
- d) Activity

Question Number : 53 Question Id : 70959722763 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The 4A is a _____ based perspective.

- a) Customer value
- b) Production
- c) Product
- d) Selling

Question Number : 54 Question Id : 70959722764 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 following are the two components of Affordability in the 4A Model?

- a) Economic and Psychological
- b) Product and Brand
- c) Functional and Psychological
- d) Economic and Functional

Question Number : 55 Question Id : 70959722765 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 following are the two components of Acceptability in the 4A Model?

- a) Economic and Psychological
- b) Product and Brand
- c) Functional and Psychological
- d) Economic and Functional

Question Number : 56 Question Id : 70959722766 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 following are the two components of Awareness in the 4A Model?

- a) Economic and Psychological
- b) Product and Brand
- c) Functional and Psychological
- d) Economic and Functional

Question Number : 57 Question Id : 70959722767 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 following is not a role played by the customer?

- a) Maker
- b) Payer
- c) User
- d) Buyer

Question Number : 58 Question Id : 70959722768 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 values does a buyer look for?

- a) Economic and Psychological value
- b) Product and Brand value
- c) Functional and Psychological value
- d) Availability and Convenience value

Question Number : 59 Question Id : 70959722769 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are three kinds of customer information that a company should collect which are Customer Needs, Customer Experience: and _____

- a. Market trends
- b. Demand forecast
- c. Customer Buying Behaviour
- d. Both a and b

Question Number : 60 Question Id : 70959722770 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 _____ is an action plan that specifies how a company will reach target customers and achieve competitive advantage?

- a. Functional level strategy
- b. Go-to-market strategy (GTM strategy)
- c. Pricing strategy
- d. None of the above

Question Number : 61 Question Id : 70959722771 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 brand can successfully create brand awareness for a new product launch by using one of the following strategies:

- a. Building a social media campaign
- b. Understanding customers
- c. Pricing
- d. Both a and c

Question Number : 62 Question Id : 70959722772 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Product failures are often the result of:

- a. Poor product launch
- b. Poor Planning and execution
- c. Both a and b
- d. None of these

Question Number : 63 Question Id : 70959722773 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

All new products are worthy of being properly launched into the market, but not all products are worthy of the same launch effort.

- a. True
- b. False

Question Number : 64 Question Id : 70959722774 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Measures such as the rate of product adoption, inquiry and quote rates as measures of launch success.

- a. True
- b. False

Question Number : 65 Question Id : 70959722775 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Direct network effects are also known as:

- a. Horizontal side effects
- b. Cross-side effects
- c. Vertical side effects
- d. Same-side effects

Question Number : 66 Question Id : 70959722776 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

With an Indirect network effect, the value of the service decreases for one user group when a new user of a different user group joins the network.

- a. True
- b. False

Question Number : 67 Question Id : 70959722777 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Indirect network effect is also called as:

- a. Cross-side effect
- b. Cross effect
- c. Strong effect
- d. Line effect

Question Number : 68 Question Id : 70959722778 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Solving a universal problem is one of the strategies for creating _____ for a new product launch:

- a. Brand equity
- b. Target market
- c. Brand Awareness
- d. None of the above.

Question Number : 69 Question Id : 70959722779 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The two theories that support barriers to innovations are:

- a. Structural problems
- b. Cross functional problems
- c. Internal culture problems
- d. External problems

Question Number : 70 Question Id : 70959722780 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are _____ stages in the innovation funnel:

- a. Three
- b. Five
- c. Six
- d. Four

Question Number : 71 Question Id : 70959722781 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 values are expected by a Payer from a product?

- a. Economic value
- b. Educational Value
- c. Psychological Value
- d. Both A and C

Question Number : 72 Question Id : 70959722782 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Product differentiation is based on:

- a. Value
- b. Price
- c. Design
- d. Cost

Question Number : 73 Question Id : 70959722783 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The second stage in the innovation funnel is:

- a. Innovation
- b. Ideas
- c. Invention
- d. Business success

Question Number : 74 Question Id : 70959722784 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How can we overcome inflexible operations?

- a. Hire special agencies
- b. Establish separate operation
- c. Modify existing operations
- d. Both B & C

Question Number : 75 Question Id : 70959722785 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How can we overcome super specialization?

- a. Form research alliances
- b. Form Cross discipline teams
- c. Both A & B
- d. None of the above