

National Testing Agency

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Marketing and Innovation

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Marketing and Innovation

Section Id :	899514281
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Sub-Section Number : 1
Sub-Section Id : 899514326
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 89951416999 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Which of the following is correct about Design thinking?

1. It is a way of thinking about design.
2. It is a mindset to define, frame and solve problems.
3. It teaches design to non-designers
4. It separates 'thinking' from 'making'.

Options :

89951466398. 1
89951466399. 2
89951466400. 3
89951466401. 4

Question Number : 2 Question Id : 89951417000 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Which of the following is the 1st step in Design thinking?

1. Prototype of the product
2. Empathy or Understanding the problem
3. Identifying the solution to the problem
4. Planning for the solution

Options :

89951466402. 1
89951466403. 2
89951466404. 3
89951466405. 4

Question Number : 3 Question Id : 89951417001 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

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

1. Galileo
2. Einstein
3. Edison
4. Newton

Options :

89951466406. 1
89951466407. 2
89951466408. 3
89951466409. 4

Question Number : 4 Question Id : 89951417002 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Innovation is powered by

1. Direct observation
2. Questioning
3. Conducting survey
4. Research

Options :

89951466410. 1
89951466411. 2
89951466412. 3
89951466413. 4

Question Number : 5 Question Id : 89951417003 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following was given as an example of application of Design Thinking?

1. Bank of America
2. Citibank
3. American Express
4. PayPal

Options :

89951466414. 1
89951466415. 2
89951466416. 3

89951466417. 4

Question Number : 6 Question Id : 89951417004 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Create
2. Design
3. Invent
4. Discover

Options :

89951466418. 1
89951466419. 2
89951466420. 3
89951466421. 4

Question Number : 7 Question Id : 89951417005 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many steps are in the Design Thinking process?

1. 6
2. 4
3. 5
4. 3

Options :

89951466422. 1
89951466423. 2
89951466424. 3
89951466425. 4

Question Number : 8 Question Id : 89951417006 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following was given as an example of empathy in Design Thinking?

1. PayTM
2. Walmart
3. American Express
4. Apple

Options :

89951466426. 1
89951466427. 2
89951466428. 3
89951466429. 4

Question Number : 9 Question Id : 89951417007 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The most crucial step in Design Thinking is:

1. Empathize
2. Observe
3. Test
4. Ideate

Options :

89951466430. 1
89951466431. 2
89951466432. 3
89951466433. 4

Question Number : 10 Question Id : 89951417008 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a space through which a design project must pass?

1. Ideation
2. Instruction
3. Implementation
4. Inspiration

Options :

89951466434. 1
89951466435. 2

89951466436. 3

89951466437. 4

Question Number : 11 Question Id : 89951417009 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a suitable principle for gathering feedback on prototypes?

1. Ask the right questions
2. Test the prototype on the right people
3. Be biased when presenting your idea
4. Adapt while testing

Options :

89951466438. 1

89951466439. 2

89951466440. 3

89951466441. 4

Question Number : 12 Question Id : 89951417010 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following statements is false?

1. Find the right idea, and then everything else comes easy.
2. Idea may be easy to find but execution is difficult.
3. Search of value proposition may be hard.
4. Business model is difficult to scale.

Options :

89951466442. 1

89951466443. 2

89951466444. 3

89951466445. 4

Question Number : 13 Question Id : 89951417011 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. 50%
2. 30%
3. 90%
4. 60%

Options :

89951466446. 1
89951466447. 2
89951466448. 3
89951466449. 4

Question Number : 14 Question Id : 89951417012 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. 5
2. 4
3. 6
4. 8

Options :

89951466450. 1
89951466451. 2
89951466452. 3
89951466453. 4

Question Number : 15 Question Id : 89951417013 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Rational and Irrational
2. Temporary and Permanent
3. Rational and Emotional
4. Practical and Emotional

Options :

89951466454. 1
89951466455. 2
89951466456. 3

89951466457. 4

Question Number : 16 Question Id : 89951417014 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a reason for failure of innovation?

1. Poor performance
2. Lack of creativity
3. Negative Image
4. Tradition

Options :

89951466458. 1

89951466459. 2

89951466460. 3

89951466461. 4

Question Number : 17 Question Id : 89951417015 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Poor performance
2. Lack of creativity
3. Negative Image
4. Tradition

Options :

89951466462. 1

89951466463. 2

89951466464. 3

89951466465. 4

Question Number : 18 Question Id : 89951417016 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

India is the _____ largest start-up hub in the world.

1. Less than 30%
2. Less than 20%
3. Less than 15%
4. Less than 10%

Options :

89951466466. 1

89951466467. 2

89951466468. 3

89951466469. 4

Question Number : 19 Question Id : 89951417017 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Affordability is the father of innovation.
2. Involvement is the brother of invention.
3. Good performance is the result of innovation.
4. New idea is the sister of invention.

Options :

89951466470. 1

89951466471. 2

89951466472. 3

89951466473. 4

Question Number : 20 Question Id : 89951417018 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Japan
2. India
3. America
4. Australia

Options :

89951466474. 1

89951466475. 2

89951466476. 3

89951466477. 4

Question Number : 21 Question Id : 89951417019 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not an example of making innovation affordable?

1. Kodak camera
2. Model T car
3. Apple iphone
4. Timex watch

Options :

89951466478. 1

89951466479. 2

89951466480. 3

89951466481. 4

Question Number : 22 Question Id : 89951417020 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Reverse innovation is the opposite of

1. Liberalization
2. Globalization
3. Decentralization
4. Privatization

Options :

89951466482. 1

89951466483. 2

89951466484. 3

89951466485. 4

Question Number : 23 Question Id : 89951417021 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a characteristic of Plug & Play?

1. Cheaper
2. Faster
3. Repetitive
4. Better

Options :

89951466486. 1
89951466487. 2
89951466488. 3
89951466489. 4

Question Number : 24 Question Id : 89951417022 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Marketing has failed due to which of the following?

1. Marketing has become very sales oriented
2. It mostly deals with how to get the customers to buy the product/service.
3. There is no proper understanding of the factors that fulfill marketing purpose.
4. All the above

Options :

89951466490. 1
89951466491. 2
89951466492. 3
89951466493. 4

Question Number : 25 Question Id : 89951417023 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a performance indicator of marketer's influence?

1. Growth of the company
2. Customers' Loyalty
3. Market share of the company
4. Price level of the product

Options :

89951466494. 1
89951466495. 2
89951466496. 3

89951466497. 4

Question Number : 26 Question Id : 89951417024 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Affordability
2. Awareness
3. Acceptability
4. Accessibility

Options :

89951466498. 1
89951466499. 2
89951466500. 3
89951466501. 4

Question Number : 27 Question Id : 89951417025 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Chain effect
2. Network effect
3. Domino effect
4. Value effect

Options :

89951466502. 1
89951466503. 2
89951466504. 3
89951466505. 4

Question Number : 28 Question Id : 89951417026 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a measure of how well the overall marketing program succeeds in ensuring that prospects have the greatest likelihood of turning into actual customers.

1. Market value coverage
2. Market share
3. Product value coverage
4. Product Share

Options :

89951466506. 1
89951466507. 2
89951466508. 3
89951466509. 4

Question Number : 29 Question Id : 89951417027 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Always
2. Never
3. Sometimes
4. Seldom

Options :

89951466510. 1
89951466511. 2
89951466512. 3
89951466513. 4

Question Number : 30 Question Id : 89951417028 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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:

1. Equal to 100
2. More than 100
3. Less than 100
4. None of the above

Options :

89951466514. 1

89951466515. 2

89951466516. 3

89951466517. 4

Question Number : 31 Question Id : 89951417029 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

MVC is calculated by using the following formula:

1. Acceptability× Affordability
2. Accessibility× Awareness
3. Affordability × Accessibility
4. Acceptability× Affordability × Accessibility× Awareness

Options :

89951466518. 1

89951466519. 2

89951466520. 3

89951466521. 4

Question Number : 32 Question Id : 89951417030 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The 4 A's of marketing does not have a same role to play in the different stages of the _____

1. Consumer purchase intention
2. Product life cycle
3. Market life cycle
4. Consumer behavior

Options :

89951466522. 1

89951466523. 2

89951466524. 3

89951466525. 4

Question Number : 33 Question Id : 89951417031 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Negative Image
2. Usage Incompatibility
3. Affordability
4. Both b & c

Options :

89951466526. 1
89951466527. 2
89951466528. 3
89951466529. 4

Question Number : 34 Question Id : 89951417032 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Poor performance is a reason for the to an innovation:

1. Emotional resistance
2. Rational resistance
3. Cross resistance
4. Dual resistance

Options :

89951466530. 1
89951466531. 2
89951466532. 3
89951466533. 4

Question Number : 35 Question Id : 89951417033 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When there is a high rational and high emotional resistance, it's called a:

1. Dual resistance
2. Cross resistance
3. Range resistance
4. Both a & b

Options :

89951466534. 1
89951466535. 2

89951466536. 3

89951466537. 4

**Question Number : 36 Question Id : 89951417034 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Dual resistance can be overcome by:

1. R&D intervention
2. Both Marketing intervention and R&D
3. Marketing intervention
4. None of these

Options :

89951466538. 1

89951466539. 2

89951466540. 3

89951466541. 4

**Question Number : 37 Question Id : 89951417035 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

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

1. Poor performance
2. Lack of relative value
3. Perceived Risk
4. None of these

Options :

89951466542. 1

89951466543. 2

89951466544. 3

89951466545. 4

**Question Number : 38 Question Id : 89951417036 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

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

1. Market Positioning
2. Market segmentation
3. Targeting strategy
4. None of the above

Options :

89951466546. 1
89951466547. 2
89951466548. 3
89951466549. 4

Question Number : 39 Question Id : 89951417037 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Positioning
2. Pricing
3. Production
4. Selling

Options :

89951466550. 1
89951466551. 2
89951466552. 3
89951466553. 4

Question Number : 40 Question Id : 89951417038 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When a product or service is offered together with an offering to make the price look more reasonable is called

1. Price differentiation
2. Pure price bundling
3. Odd-Number pricing
4. Product pricing

Options :

89951466554. 1

89951466555. 2

89951466556. 3

89951466557. 4

Question Number : 41 Question Id : 89951417039 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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?

1. Price
2. Quality
3. Differentiation
4. Both b and c

Options :

89951466558. 1

89951466559. 2

89951466560. 3

89951466561. 4

Question Number : 42 Question Id : 89951417040 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ pricing approach where prices are set based on what competitors are charging

1. Value-oriented approach
2. Competitor-oriented approach
3. Demand-oriented approach.
4. Cost-oriented approach

Options :

89951466562. 1

89951466563. 2

89951466564. 3

89951466565. 4

Question Number : 43 Question Id : 89951417041 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Relative advantage and Diffusability
2. Trialability and Technological advance
3. Relative advantage and Complexity
4. Compatibility and Comparability

Options :

- 89951466566. 1
- 89951466567. 2
- 89951466568. 3
- 89951466569. 4

Question Number : 44 Question Id : 89951417042 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a practical and implementable solution for overcoming super specialization?

1. Skunk Works
2. Strategic alliances
3. Franchising
4. Acquisition

Options :

- 89951466570. 1
- 89951466571. 2
- 89951466572. 3
- 89951466573. 4

Question Number : 45 Question Id : 89951417043 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The term 'Skunk Works' was coined by;

1. Lockhardt
2. Lockheed
3. Kotler
4. Drucker

Options :

- 89951466574. 1
- 89951466575. 2

89951466576. 3

89951466577. 4

Question Number : 46 Question Id : 89951417044 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a basis for Product Differentiation?

1. Design
2. Product mix
3. Aesthetics
4. Characteristics

Options :

89951466578. 1

89951466579. 2

89951466580. 3

89951466581. 4

Question Number : 47 Question Id : 89951417045 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a force driving global growth of inventions?

1. Rise of entrepreneurship
2. Globalization of competition
3. Changing policy and regulations
4. Bargaining power of suppliers

Options :

89951466582. 1

89951466583. 2

89951466584. 3

89951466585. 4

Question Number : 48 Question Id : 89951417046 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following statements is false?

1. Companies resist innovation though it is a means to survival.
2. As demand for innovation increases, the internal resistance increases.
3. Competition is constructive destruction.
4. Internal resistance to innovation is more of a cultural problem.

Options :

- 89951466586. 1
- 89951466587. 2
- 89951466588. 3
- 89951466589. 4

Question Number : 49 Question Id : 89951417047 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a source of internal resistance to innovation?

1. Lack of innovative ideas
2. Access to market
3. Regulation
4. Inflexible operations

Options :

- 89951466590. 1
- 89951466591. 2
- 89951466592. 3
- 89951466593. 4

Question Number : 50 Question Id : 89951417048 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a practical and implementable strategy for overcoming insufficient resources?

1. Licensing
2. Exporting
3. Franchising
4. Forming a consortium

Options :

- 89951466594. 1
- 89951466595. 2

89951466596. 3

89951466597. 4

Question Number : 51 Question Id : 89951417049 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. 84% of 500 marketing programs resulted in declining brand equity
2. Customer acquisition efforts reach break-even point.
3. Less than 10% of the new products are loss making.
4. The ROI on advertising is less than 4%

Options :

89951466598. 1

89951466599. 2

89951466600. 3

89951466601. 4

Question Number : 52 Question Id : 89951417050 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a part of the 4As of marketing?

1. Affordability
2. Accessibility
3. Awareness
4. Activity

Options :

89951466602. 1

89951466603. 2

89951466604. 3

89951466605. 4

Question Number : 53 Question Id : 89951417051 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The 4A is a _____ based perspective.

1. Customer value
2. Production
3. Product
4. Selling

Options :

89951466606. 1

89951466607. 2

89951466608. 3

89951466609. 4

Question Number : 54 Question Id : 89951417052 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are the two components of Affordability in the 4A Model?

1. Economic and Psychological
2. Product and Brand
3. Functional and Psychological
4. Economic and Functional

Options :

89951466610. 1

89951466611. 2

89951466612. 3

89951466613. 4

Question Number : 55 Question Id : 89951417053 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are the two components of Acceptability in the 4A Model?

1. Economic and Psychological
2. Product and Brand
3. Functional and Psychological
4. Economic and Functional

Options :

89951466614. 1

89951466615. 2

89951466616. 3

89951466617. 4

Question Number : 56 Question Id : 89951417054 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are the two components of Awareness in the 4A Model?

1. Economic and Psychological
2. Product and Brand
3. Functional and Psychological
4. Economic and Functional

Options :

89951466618. 1

89951466619. 2

89951466620. 3

89951466621. 4

Question Number : 57 Question Id : 89951417055 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a role played by the customer?

1. Maker
2. Payer
3. User
4. Buyer

Options :

89951466622. 1

89951466623. 2

89951466624. 3

89951466625. 4

Question Number : 58 Question Id : 89951417056 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which values does a buyer look for?

1. Economic and Psychological value
2. Product and Brand value
3. Functional and Psychological value
4. Availability and Convenience value

Options :

89951466626. 1

89951466627. 2

89951466628. 3

89951466629. 4

Question Number : 59 Question Id : 89951417057 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Market trends
2. Demand forecast
3. Customer Buying Behaviour
4. Both a and b

Options :

89951466630. 1

89951466631. 2

89951466632. 3

89951466633. 4

Question Number : 60 Question Id : 89951417058 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A _____ is an action plan that specifies how a company will reach target customers and achieve competitive advantage?

1. Functional level strategy
2. Go-to-market strategy (GTM strategy)
3. Pricing strategy
4. None of the above

Options :

89951466634. 1

89951466635. 2

89951466636. 3

89951466637. 4

Question Number : 61 Question Id : 89951417059 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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:

1. Building a social media campaign
2. Understanding customers
3. Pricing
4. Both a and c

Options :

89951466638. 1

89951466639. 2

89951466640. 3

89951466641. 4

Question Number : 62 Question Id : 89951417060 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Product failures are often the result of:

1. Poor product launch
2. Poor Planning and execution
3. Both a and b
4. None of these

Options :

89951466642. 1

89951466643. 2

89951466644. 3

89951466645. 4

Question Number : 63 Question Id : 89951417061 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. New
2. Old
3. Mature
4. Growing

Options :

89951466646. 1
89951466647. 2
89951466648. 3
89951466649. 4

Question Number : 64 Question Id : 89951417062 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When competitors' pricing policies are almost exclusively focused on competitors rather than customers _____ occurs

1. Price wars
2. Price differentiation
3. Price guarantees
4. Price fixing

Options :

89951466650. 1
89951466651. 2
89951466652. 3
89951466653. 4

Question Number : 65 Question Id : 89951417063 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Direct network effects are also known as:

1. Horizontal side effects
2. Cross-side effects
3. Vertical side effects
4. Same-side effects

Options :

89951466654. 1
89951466655. 2
89951466656. 3
89951466657. 4

Question Number : 66 Question Id : 89951417064 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Indirect network effect
2. Direct network effect
3. Two-sided network effect
4. Local network effect

Options :

89951466658. 1
89951466659. 2
89951466660. 3
89951466661. 4

Question Number : 67 Question Id : 89951417065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Indirect network effect is also called as:

1. Cross-side effect
2. Cross effect
3. Strong effect
4. Line effect

Options :

89951466662. 1
89951466663. 2
89951466664. 3
89951466665. 4

Question Number : 68 Question Id : 89951417066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Brand equity
2. Target market
3. Brand Awareness
4. None of the above.

Options :

89951466666. 1

89951466667. 2

89951466668. 3

89951466669. 4

Question Number : 69 Question Id : 89951417067 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The two theories that support barriers to innovations are:

1. Structural problems
2. Cross functional problems
3. Internal culture problems
4. External problems

Options :

89951466670. 1

89951466671. 2

89951466672. 3

89951466673. 4

Question Number : 70 Question Id : 89951417068 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

There are _____ stages in the innovation funnel:

1. Three
2. Five
3. Six
4. Four

Options :

89951466674. 1

89951466675. 2

89951466676. 3

89951466677. 4

Question Number : 71 Question Id : 89951417069 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the values are expected by a Payer from a product?

1. Economic value
2. Educational Value
3. Psychological Value
4. Both A and C

Options :

89951466678. 1

89951466679. 2

89951466680. 3

89951466681. 4

Question Number : 72 Question Id : 89951417070 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Product differentiation is based on:

1. Value
2. Price
3. Design
4. Cost

Options :

89951466682. 1

89951466683. 2

89951466684. 3

89951466685. 4

Question Number : 73 Question Id : 89951417071 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Second stage in the innovation funnel is:

1. Innovation
2. Ideas
3. Invention
4. Business success

Options :

89951466686. 1
89951466687. 2
89951466688. 3
89951466689. 4

Question Number : 74 Question Id : 89951417072 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How can we overcome inflexible operations?

1. Hire special agencies
2. Establish separate operation
3. Modify existing operations
4. Both B & C

Options :

89951466690. 1
89951466691. 2
89951466692. 3
89951466693. 4

Question Number : 75 Question Id : 89951417073 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How can we overcome super specialization?

1. Form research alliances
2. Form Cross discipline teams
3. Both A & B
4. None of the above

Options :

89951466694. 1

89951466695. 2

89951466696. 3

89951466697. 4

Question Number : 76 Question Id : 89951417074 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A _____ family has the kitchen as the nerve centre of primary activities.

1. Nuclear
2. joint
3. room mate
4. None of the above

Options :

89951466698. 1

89951466699. 2

89951466700. 3

89951466701. 4

Question Number : 77 Question Id : 89951417075 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is primary good for the survival of living beings.

1. Air
2. Food
3. Water
4. Money

Options :

89951466702. 1

89951466703. 2

89951466704. 3

89951466705. 4

Question Number : 78 Question Id : 89951417076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ was founded by yoga guru Ramdev and Sri Acharya Bal Krishna.

1. Dabur
2. Hindustan unilever
3. Proctor and gamble
4. Patanjali Ayurved Private Limited

Options :

89951466706. 1
89951466707. 2
89951466708. 3
89951466709. 4

Question Number : 79 Question Id : 89951417077 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The tagline “Go Solo” belong to which brand

1. Amazon Prime
2. Netflix
3. Hot star
4. None of the above

Options :

89951466710. 1
89951466711. 2
89951466712. 3
89951466713. 4

Question Number : 80 Question Id : 89951417078 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A well-defined problem and not well defined domain leads to ____ Innovation

1. Breakthrough
2. Sustaining
3. Basic research
4. Disruptive

Options :

89951466714. 1
89951466715. 2
89951466716. 3
89951466717. 4

**Question Number : 81 Question Id : 89951417079 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

A not well defined problem and defined domain leads to ____ Innovation

1. Breakthrough
2. Sustaining
3. Basic research
4. Disruptive

Options :

89951466718. 1
89951466719. 2
89951466720. 3
89951466721. 4

**Question Number : 82 Question Id : 89951417080 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

A not well-defined problem and not well defined domain leads to ____ Innovation

1. Breakthrough
2. Sustaining
3. Basic research
4. Disruptive

Options :

89951466722. 1
89951466723. 2
89951466724. 3
89951466725. 4

Question Number : 83 Question Id : 89951417081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A well-defined problem and domain leads to _____ innovation

1. Breakthrough
2. Sustaining
3. Basic research
4. Disruptive

Options :

89951466726. 1
89951466727. 2
89951466728. 3
89951466729. 4

Question Number : 84 Question Id : 89951417082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Innovation starts out with a great _____

1. Problem
2. Idea
3. Invention
4. Commercialization

Options :

89951466730. 1
89951466731. 2
89951466732. 3
89951466733. 4

Question Number : 85 Question Id : 89951417083 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a rigorous, proven and repeatable approach to new product design that can and should be seriously considered as an organizational mindset.

1. Innovation
2. Invention
3. Design thinking
4. All of the above

Options :

89951466734. 1

89951466735. 2

89951466736. 3

89951466737. 4

Question Number : 86 Question Id : 89951417084 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

“The best way to predict the future is to _____ it.”

1. Invent
2. Dream
3. Plan
4. None of the above

Options :

89951466738. 1

89951466739. 2

89951466740. 3

89951466741. 4

Question Number : 87 Question Id : 89951417085 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When you conduct tests on your prototypes, try to adopt a _____mindset

1. Rigid
2. Open
3. Closed
4. Flexible

Options :

89951466742. 1
89951466743. 2
89951466744. 3
89951466745. 4

Question Number : 88 Question Id : 89951417086 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

To understand the user, the innovator must _____

1. Empathize
2. Ideate
3. Test
4. Prototype

Options :

89951466746. 1
89951466747. 2
89951466748. 3
89951466749. 4

Question Number : 89 Question Id : 89951417087 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ the product to make sure its differences will sway buyers.

1. Launch
2. Ideate
3. Create
4. Test

Options :

- 89951466750. 1
- 89951466751. 2
- 89951466752. 3
- 89951466753. 4

Question Number : 90 Question Id : 89951417088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You must ____ the product launch until the product is really ready.

- 1. Pre-pone
- 2. Calibrate
- 3. Post-pone
- 4. None of the above

Options :

- 89951466754. 1
- 89951466755. 2
- 89951466756. 3
- 89951466757. 4

Question Number : 91 Question Id : 89951417089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The interests and needs of the business units are woven into the mandate of an innovation team or individual staffers charged with hunting for new opportunities and growth. This kind of innovation is known as:

- 1. Intersecting innovation
- 2. intertwined innovation
- 3. Insulated innovation
- 4. Hybrid innovation

Options :

- 89951466758. 1
- 89951466759. 2
- 89951466760. 3

89951466761. 4

Question Number : 92 Question Id : 89951417090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ are most excited about bringing their product ideas to life.

1. Businessmen
2. Innovators
3. Distributors
4. Entrepreneurs

Options :

89951466762. 1

89951466763. 2

89951466764. 3

89951466765. 4

Question Number : 93 Question Id : 89951417091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ and giveaways are some of the most successful methods to create buzz for a new product before its launch.

1. Discounts
2. Contests
3. Sales Promotion
4. None of the above

Options :

89951466766. 1

89951466767. 2

89951466768. 3

89951466769. 4

Question Number : 94 Question Id : 89951417092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Network effects are undoubtedly _____ and important phenomena

1. Unreal
2. Hypothetical
3. Real
4. Virtual

Options :

89951466770. 1

89951466771. 2

89951466772. 3

89951466773. 4

Question Number : 95 Question Id : 89951417093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Demand curves are more _____ when consumers derive _____ value from increases in the size of the market.

1. Inelastic and Negative
2. Inelastic and Positive
3. Elastic and Positive
4. Elastic and Negative

Options :

89951466774. 1

89951466775. 2

89951466776. 3

89951466777. 4

Question Number : 96 Question Id : 89951417094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The first tip out of the 7 Marketing Tips To Create A Demand For Your New Product is:

1. Information Scarcity
2. Product Scarcity
3. Make It Exclusive
4. Focus on the Biggest Problem

Options :

89951466778. 1

89951466779. 2

89951466780. 3

89951466781. 4

Question Number : 97 Question Id : 89951417095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Apart from understanding the customer, new product development teams need to stay abreast of advances being made in _____ and by competitors.

1. Sales
2. Distribution
3. Technology
4. None of the above

Options :

89951466782. 1

89951466783. 2

89951466784. 3

89951466785. 4

Question Number : 98 Question Id : 89951417096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

New product development cannot be managed successfully without a clear understanding of _____ and their changing needs.

1. Suppliers
2. Competitors
3. Customers
4. Internal

Options :

89951466786. 1

89951466787. 2

89951466788. 3

89951466789. 4

Question Number : 99 Question Id : 89951417097 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not an outcome of the new product development

1. Economies of scale
2. Leverage
3. Distribution channel
4. Failure

Options :

89951466790. 1

89951466791. 2

89951466792. 3

89951466793. 4

Question Number : 100 Question Id : 89951417098 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

After launching the original version of the product, immediately switching the focus to improving on it with the help of _____

1. Competitors Product
2. Customer Feedback
3. Self-Evaluation
4. None of the above

Options :

89951466794. 1

89951466795. 2

89951466796. 3

89951466797. 4