

National Testing Agency

Question Paper Name :	New Product Development 29th August 2021 Shift 1
Subject Name :	New Product Development
Creation Date :	2021-08-29 13:53:30
Duration :	180
Total Marks :	100
Display Marks:	Yes

New Product Development

Group Number :	1
Group Id :	603489270
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

New Product Development-1

Section Id :	603489394
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	50
Number of Questions to be attempted :	50
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489723
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348919092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Adding a new utility
2. Improve efficiency
3. Enhance safety of usage/storage
4. Improve aesthetics and/or ergonomics

1. Only 1
2. Only 1,2,4
3. All of 1,2,3,4
4. Only 1,2

Options :

60348971825. 1

60348971826. 2

60348971827. 3

60348971828. 4

Question Number : 2 Question Id : 60348919093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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?

1. High cost of fixing the mistake
2. High effort needed to fix the mistake
3. High scale of impact on marketing strategy
4. High level of escalations

1. Only 1,2
2. Only 1,3
3. All of 1,2,3,4
4. None of the above

Options :

60348971829. 1

60348971830. 2

60348971831. 3

60348971832. 4

Question Number : 3 Question Id : 60348919094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Bicycle sharing for city commute
2. Renting of costumes for plays
3. Borrowing books from the library
4. Apartments taken on short term rent

1. All of 1,2,3,4
2. Only 1,3,4
3. Only 1,2
4. Only 1

Options :

60348971833. 1

60348971834. 2

60348971835. 3

60348971836. 4

Question Number : 4 Question Id : 60348919095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Ability to craft novel solutions
2. Ability to weave context in a story-based narration
3. Ability to see from different perspectives
4. Ability to construct something new by using what is available

1. Only 1
2. Only 1,2,4
3. All of 1,2,3,4
4. Only 1,2

Options :

60348971837. 1

60348971838. 2

60348971839. 3

60348971840. 4

Question Number : 5 Question Id : 60348919096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the below are parts of a patent application?

1. Defined scope of the invention
2. Outlining all new claims
3. Backgrounds of the inventors
4. Markets that will be served by the product

1. Only 1,3
2. Only 1,2
3. All of 1,2,3,4
4. None of the above

Options :

60348971841. 1

60348971842. 2

60348971843. 3

60348971844. 4

Question Number : 6 Question Id : 60348919097 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Product enhancements
2. Extremely low-pricing
3. Service enhancements
4. Creating patent fences

1. Only 1
2. Only 1,3
3. Only 1,2,3
4. All of 1,2,3,4

Options :

60348971845. 1

60348971846. 2

60348971847. 3

60348971848. 4

Question Number : 7 Question Id : 60348919098 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. High unjustified capital requirements
2. Buying facilities when renting is possible
3. Not economizing on resources
4. Using free press publicity over paid advertisements

1. Only 2
2. Only 1,2,3
3. Only 1,3
4. All of 1,2,3,4

Options :

60348971849. 1

60348971850. 2

60348971851. 3

60348971852. 4

Question Number : 8 Question Id : 60348919099 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Optimizes performance (form factor) over flexibility
2. Minimizes form, size, volume of the product
3. Embodies one functionality per part
4. Limits post-purchase repair and upgrade

1. Only 1,2,4
2. Only 1,3
3. All of 1,2,3,4
4. None of the above

Options :

60348971853. 1

60348971854. 2

60348971855. 3

60348971856. 4

Question Number : 9 Question Id : 60348919100 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Dual reporting to functional as well as project manager
2. Consistency to handle long-gestating product development cycle
3. Employing experts/designers across multiple new product projects.
4. Suitable only for short duration projects

1. Only 1
2. Only 1,3
3. Only 1,2,3
4. All of 1,2,3,4

Options :

60348971857. 1

60348971858. 2

60348971859. 3

60348971860. 4

Question Number : 10 Question Id : 60348919101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. The product has features that are appreciated by customers
2. The product delivers what is expected out of it
3. The product has all the parts seamlessly integrated with one another
4. The product does not meet user's expectations

1. Only 2
2. Only 1,2,3
3. Only 1,3
4. All of 1,2,3,4

Options :

60348971861. 1

60348971862. 2

60348971863. 3

60348971864. 4

Question Number : 11 Question Id : 60348919102 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Makes it easier to purchas
2. Becomes more tangible to the user
3. Makes it easier to budget
4. Lowers the risk of cost-overruns

1. Only 1
2. Only 1,3
3. Only 1,2,3
4. All of 1,2,3,4

Options :

60348971865. 1

60348971866. 2

60348971867. 3

60348971868. 4

Question Number : 12 Question Id : 60348919103 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Cost reductions in the utilization of assets
2. Increased value in the product service combination
3. Expansion of customer base
4. Changes in the competitive environment

1. All of 1,2,3,4
2. Only 1,3,4
3. Only 1,2
4. Only 1

Options :

60348971869. 1

60348971870. 2

60348971871. 3

60348971872. 4

**Question Number : 13 Question Id : 60348919104 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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

1. Purchase
2. Delivery
3. Maintenance
4. Convenience

1. Only 2
2. Only 1,2,3
3. Only 1,3
4. All of 1,2,3,4

Options :

60348971873. 1

60348971874. 2

60348971875. 3

60348971876. 4

**Question Number : 14 Question Id : 60348919105 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0**

Which of the below are the stages in the Product Development Process?

1. Product Design
2. Concept Generation
3. Prototype Testing
4. Concept Selection

1. Only 1,2,4
2. Only 1,3
3. All of 1,2,3,4
4. None of these

Options :

60348971877. 1

60348971878. 2

60348971879. 3

60348971880. 4

**Question Number : 15 Question Id : 60348919106 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0**

Which of the below would be the lead users of a new target product?

- 1 – Users that would be heavily working on the target product
- 2 – Users that work in analogous markets with very similar applications as target product
- 3 – Users that specialize in problem areas of the target product

1. All of 1,2,3
2. Only 1,2
3. Only 1,3
4. None of these

Options :

60348971881. 1

60348971882. 2

60348971883. 3

60348971884. 4

**Question Number : 16 Question Id : 60348919107 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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?

1. Is the product suitably accessible to users with special needs?
2. Is the product desirable from the point of view of the user?
3. Can users easily find what they want in the product?
4. Is the product easy to use?

1. All of 1,2,3,4
2. Only 1,3,4
3. Only 1,2
4. Only 1

Options :

60348971885. 1

60348971886. 2

60348971887. 3

60348971888. 4

**Question Number : 17 Question Id : 60348919108 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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

1. One-dimensional needs
2. Two-dimensional needs
3. Must-haves
4. Attractive features

1. Only 1,3,4
2. All of 1,2,3,4
3. Only 1,2
4. Only 1

Options :

60348971889. 1

60348971890. 2

60348971891. 3

60348971892. 4

**Question Number : 18 Question Id : 60348919109 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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

1. Enable users to make complete cycles of trial-and-error
2. Must contain adequate library of commonly used modules
3. Adequate solution space to cover all potential designs
4. Should be user-friendly

1. Only 1,2,4
2. Only 1,3
3. All of 1,2,3,4
4. None of these

Options :

60348971893. 1

60348971894. 2

60348971895. 3

60348971896. 4

**Question Number : 19 Question Id : 60348919110 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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

1. Big-ticket breakthrough products
2. Derivative products
3. New-platform products
4. Small innovations of existing products

1. All of 1,2,3,4
2. Only 1,3,4
3. Only 1,2
4. Only 1

Options :

60348971897. 1

60348971898. 2

60348971899. 3

60348971900. 4

**Question Number : 20 Question Id : 60348919111 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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?

1. Users can choose the processor configuration needed
2. Users can choose the colour of the outer panels
3. Users can decide which softwares to be preinstalled
4. Users can bid for the price they are willing to pay for the product

1. Only 1,2,3
2. Only 1,2
3. Only 1,3
4. All of 1,2,3,4

Options :

60348971901. 1

60348971902. 2

60348971903. 3

60348971904. 4

Question Number : 21 Question Id : 60348919112 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Increased customer satisfaction
2. Improved development cycles
3. Better internal knowledge transfer
4. Better House of Quality diagram

1. Only 1,2,4
2. Only 1,2,3
3. All of 1,2,3,4
4. None of these

Options :

60348971905. 1

60348971906. 2

60348971907. 3

60348971908. 4

Question Number : 22 Question Id : 60348919113 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Organization Strategy
2. Marketing
3. Operations
4. Succession Planning

1. Only 1
2. Only 1,3
3. Only 1,2
4. Only 1,2,3

Options :

60348971909. 1

60348971910. 2

60348971911. 3

60348971912. 4

**Question Number : 23 Question Id : 60348919114 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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

1. The primary market for the product
2. The legal standards that the product would adhere to
3. The competitors that have been identified for the product
4. Profit and market share goals

1. Only 1
2. All of 1,2,3,4
3. Only 1,2,4
4. Only 1,2

Options :

60348971913. 1

60348971914. 2

60348971915. 3

60348971916. 4

Question Number : 24 Question Id : 60348919115 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. How to reduce time to market?
2. Which celebrities to include in the product launch?
3. Which languages to print the user manuals in?
4. How best to align the product to the needs of users?

1. Only 1
2. Only 1,2,4
3. All of 1,2,3,4
4. Only 1,4

Options :

60348971917. 1

60348971918. 2

60348971919. 3

60348971920. 4

Question Number : 25 Question Id : 60348919116 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Gives a clear competitive advantage for the product
2. Cuts down product development time
3. Enables product variety
4. Facilitates capturing user trend

1. Only 1
2. All of 1,2,3,4
3. Only 1,2,4
4. Only 1,2

Options :

60348971921. 1

60348971922. 2

60348971923. 3

60348971924. 4

**Question Number : 26 Question Id : 60348919117 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following is a category in the House of Quality?

1. Planning matrix
2. One-dimensional attribute
3. Product Variety Matrix
4. None of the above

Options :

60348971925. 1

60348971926. 2

60348971927. 3

60348971928. 4

**Question Number : 27 Question Id : 60348919118 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

According to Kano's model of user preferences, while taking product decisions, which attribute should not be included at all in a product?

1. Attractive attribute
2. Reverse attribute
3. One-Dimensional attribute
4. Must-Have attribute

Options :

60348971929. 1

60348971930. 2

60348971931. 3

60348971932. 4

**Question Number : 28 Question Id : 60348919119 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

In the Buyer Utility Map, which squares (red or blue) indicate that a new activity can be initiated?

1. Red
2. Blue
3. Both Red and Blue
4. Neither Red, nor Blue

Options :

60348971933. 1

60348971934. 2

60348971935. 3

60348971936. 4

**Question Number : 29 Question Id : 60348919120 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

New Product Development spans a spectrum of activities from idea to _____.

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

1. market
2. launch
3. destination
4. None of these

Options :

60348971937. 1

60348971938. 2

60348971939. 3

60348971940. 4

**Question Number : 30 Question Id : 60348919121 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 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?

1. product description
2. business goal
3. primary market focus
4. secondary market focus

Options :

60348971941. 1

60348971942. 2

60348971943. 3

60348971944. 4

**Question Number : 31 Question Id : 60348919122 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

In which of the below contexts is it appropriate to observe users in order to understand their experience with your new product?

1. When the user is not willing to articulate it to you directly
2. When the user has to be secretly observed for genuine reactions
3. When the user is unable to articulate the experience fully in words
4. All of these

Options :

60348971945. 1

60348971946. 2

60348971947. 3

60348971948. 4

**Question Number : 32 Question Id : 60348919123 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

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

1. Innovations to existing products
2. Derivative products
3. New-platform products
4. Breakthrough products

Options :

60348971949. 1

60348971950. 2

60348971951. 3

60348971952. 4

Question Number : 33 Question Id : 60348919124 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the below are customers' frustrations related to usage of a new product?

- 1 – User does not know how to use the product
- 2 – Product does not satisfy the user's need
- 3 – Product is priced way too high for the user's paying capacity

1. All of 1,2,3
2. Only 1,2
3. Only 1,3
4. None of these

Options :

60348971953. 1

60348971954. 2

60348971955. 3

60348971956. 4

Question Number : 34 Question Id : 60348919125 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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)?

1. Technical Specifications
2. Planning Matrix
3. Technical Correlations
4. Technical Targets

Options :

60348971957. 1

60348971958. 2

60348971959. 3

60348971960. 4

Question Number : 35 Question Id : 60348919126 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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

1. All of 1,2,3
2. Only 1,2
3. Only 1,3
4. None of these

Options :

60348971961. 1

60348971962. 2

60348971963. 3

60348971964. 4

Question Number : 36 Question Id : 60348919127 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following option is incorrect?

1. Quality Function Deployment increases the customer satisfaction by enhancing the quality of new product
2. Quality Function Deployment reduces the cost of making late design changes
3. Both are true
4. Both are false

Options :

60348971965. 1

60348971966. 2

60348971967. 3

60348971968. 4

Question Number : 37 Question Id : 60348919128 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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?

1. modular
2. integral
3. flexible
4. disintegrated

Options :

60348971969. 1

60348971970. 2

60348971971. 3

60348971972. 4

Question Number : 38 Question Id : 60348919129 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Breakthrough products
2. Derivative products
3. Platform products
4. None of these

Options :

60348971973. 1

60348971974. 2

60348971975. 3

60348971976. 4

Question Number : 39 Question Id : 60348919130 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the below team structure is suitable for radical/breakthrough project?

1. Matrix NPD
2. Functional NPD
3. Project NPD
4. None of these

Options :

60348971977. 1

60348971978. 2

60348971979. 3

60348971980. 4

Question Number : 40 Question Id : 60348919131 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

James is working on a project that requires deep technical expertise. Which of the below structures best suits his needs?

1. Heavy-weight matrix NPD
2. Functional NPD
3. Light-weight matrix NPD
4. None of these

Options :

60348971981. 1

60348971982. 2

60348971983. 3

60348971984. 4

Question Number : 41 Question Id : 60348919132 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the below product service system (PSS) typically includes a 'buy back' offer at the end of the product life?

1. Product-oriented PSS
2. Use-oriented PSS
3. Result-oriented PSS
4. None of these

Options :

60348971985. 1

60348971986. 2

60348971987. 3

60348971988. 4

Question Number : 42 Question Id : 60348919133 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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?

1. Horizontal
2. Vertical
3. Customer
4. Market

Options :

60348971989. 1

60348971990. 2

60348971991. 3

60348971992. 4

Question Number : 43 Question Id : 60348919134 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the below are the possible legal ways to share/use a patented idea from another firm?

- 1 – Bartering with the inventor firm
- 2 – Licensing from the inventor firm
- 3 – Challenging the firm in the market
- 4 – Acquiring the inventor firm

1. Only 1,2,3
2. Only 1,2,4
3. Only 1,3
4. All of 1,2,3,4

Options :

60348971993. 1

60348971994. 2

60348971995. 3

60348971996. 4

**Question Number : 44 Question Id : 60348919135 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following are customer-related mistakes that companies make in new product development business plans?

1. Lack of in-depth knowledge of customers
2. Not targeting the best market
3. Giving sufficient pricing options to customers so as to address a wider range of buyers.
4. Not looking at quality from customer point-of-view

1. Only 1
2. Only 1,2,4
3. Only 1,2
4. None of these

Options :

60348971997. 1

60348971998. 2

60348971999. 3

60348972000. 4

**Question Number : 45 Question Id : 60348919136 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The right brain (i.e. right hemisphere of the brain) is said to be more valuable to design thinking compared to the left. Which of the below is the important feature of the right brain to that effect?

1. Logical thinking
2. Ability to make fast judgments
3. Artistic thinking
4. Memory

Options :

60348972001. 1

60348972002. 2

60348972003. 3

60348972004. 4

**Question Number : 46 Question Id : 60348919137 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 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?

1. innovative
2. inquisitive
3. intuitive
4. interpolative

Options :

60348972005. 1

60348972006. 2

60348972007. 3

60348972008. 4

**Question Number : 47 Question Id : 60348919138 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the below are some customer-related mistakes made in new product development business plans?

- 1 – Lack of in-depth understanding of customers
- 2 – Not targeting the best market
- 3 – Creating new products rather than imitative products
- 4 – Not looking at quality from customer point-of-view

1. Only 1,2,3
2. Only 1,2,4
3. Only 1,3
4. All of 1,2,3,4

Options :

60348972009. 1

60348972010. 2

60348972011. 3

60348972012. 4

Question Number : 48 Question Id : 60348919139 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Rajan is launching a basic mobile phone targeted at the base-of-pyramid market. Which of the below are important to incorporate in his product?

1 - Long battery life

2 - Clear call quality

3 - Easy menu options

1. All of 1,2,3

2. Only 1,2

3. Only 1,3

4. Only 2,3

Options :

60348972013. 1

60348972014. 2

60348972015. 3

60348972016. 4

Question Number : 49 Question Id : 60348919140 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In laptops and tablets, which type of product architecture is found?

1. Integral product architecture
2. Modular product architecture
3. Prototyping
4. None of these

Options :

60348972017. 1

60348972018. 2

60348972019. 3

60348972020. 4

Question Number : 50 Question Id : 60348919141 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A good Business Model articulates which of the below?

- 1 – How the product is made?
- 2 – How the product is delivered?
- 3 – How to receive feedback from the customers?

1. All of 1,2,3
2. Only 1,2
3. Only 2,3
4. Only 3

Options :

60348972021. 1

60348972022. 2

60348972023. 3

60348972024. 4