

Unit 3 - Week 1 - Theoretical Foundations

Course outline

How does an NPTEL online course work?

Assignment 0

Week 1 - Theoretical Foundations

- Understanding Goods and Services
- Product Line and Product Life Cycle
- New Product Success and Failure
- Competitor map and Generic Strategies
- Competitive Strategies I
- Competitive Strategy II
- Segmentation
- Quiz : Assignment 1**
- Management of New Products and Services : Feedback For Week 1
- Solution 1

Week 2 - From Idea to Product

Week 3 - Managing New Products Life Cycle

Week 4 - Creating and Lunching the New Product

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Assignment 1

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-12, 23:59 IST.

1) For segmenting the market for luxury cars, an appropriate descriptor variable will be:

1 point

- Gender
- Income
- Ethnicity
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Income

2) Heterogeneity of service signifies:

1 point

- It cannot be touched
- Delivery of service cannot be separated from consumption
- Services cannot be stored or saved
- Service quality may change over time

No, the answer is incorrect.
Score: 0

Accepted Answers:
Service quality may change over time

3) Which of the following is an example of a B2B transaction?

1 point

- Shoes bought for personal use
- Buying bread for breakfast
- Buying of machine oil for use in a factory
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Buying of machine oil for use in a factory

4) Product mix width can be defined as:

1 point

- Number of product lines a firm offers
- Number of different product a firm sells
- Variations in each product that the form sells
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Number of product lines a firm offers

5) The _____ stage of the product lifecycle is characterized by an initial growth in sales followed by a plateau wherein the sales growth stagnates.

1 point

- Decline
- Growth
- Introductory
- Maturity

No, the answer is incorrect.
Score: 0

Accepted Answers:
Maturity

6) During which stage of the new product process is a product prototype created and tested in laboratory and on consumers?

1 point

- Idea generation
- Business analysis
- Development
- Commercialization

No, the answer is incorrect.
Score: 0

Accepted Answers:
Development

7) Which of the following should not be a part of competitor map for Uncle Chips?

1 point

- Lays
- Tata Motors
- Bingo chips
- Haldiram's chips

No, the answer is incorrect.
Score: 0

Accepted Answers:
Tata Motors

8) Which of the following is not a probable strategy of a market leader?

1 point

- Expanding the total market
- Protecting market share
- Expanding market share
- Follow another firm

No, the answer is incorrect.
Score: 0

Accepted Answers:
Follow another firm

9) Which of the following is a demographic descriptor for industrial markets?

1 point

- Income
- Technology utilization
- Age
- Social class

No, the answer is incorrect.
Score: 0

Accepted Answers:
Technology utilization

10) The process of selecting, developing and communicating the identified value for each target segment is carried out during:

1 point

- Positioning
- Segmentation
- Targeting
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Positioning