

## Unit 5 - Week 3 - Managing New Products Life Cycle

### Course outline

How does an NPTEL online course work?

#### Assignment 0

#### Week 1 - Theoretical Foundations

#### Week 2 - From Idea to Product

#### Week 3 - Managing New Products Life Cycle

Estimating Market and Sales Potential

New Product Sales Forecasting

New Product Diffusion and Product Life Cycle

Technology Adoption Life Cycle

Managing New Products in Large Organizations

#### Quiz : Assignment 3

Management of New Products and Services: Feedback For Week 3

Solution 3

#### Week 4 - Creating and Lunching the New Product

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## Assignment 3

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

**Due on 2020-02-19, 23:59 IST.**

1) The \_\_\_\_\_ are conservatives who are usually against discontinuous innovations and believe far more in tradition than in progress. **1 point**

- Innovators
- Laggards
- Early majority
- Late majority

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Late majority*

2) In product life cycle maturity stage, the aim should be to: **1 point**

- Create product awareness
- Maximize the market share
- Defend market share and profits
- Reduce expenditure

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Defend market share and profits*

3) \_\_\_\_\_ can be defined as situations in which potential customers are asked to respond to a product or product concept. **1 point**

- Market Testing
- Market Surveys

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Market Testing*

4) Which of the following is not a judgement based forecasting method? **1 point**

- Sales force composite
- Delphi
- Regression
- All of these are judgement based forecasting methods

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Regression*

5) \_\_\_\_\_ refers to complexity property of a new product. **1 point**

- How similar it is to an existing product
- How difficult the new product is to use
- How much additional benefit the new product offers
- None of these

No, the answer is incorrect. Score: 0

Accepted Answers:  
*How difficult the new product is to use*

6) The chasm in the Technology adoption life cycle is observed between \_\_\_\_\_ and \_\_\_\_\_. **1 point**

- Early adopters, early majority
- Early majority, late majority
- Late majority, Laggards
- Innovators, early adopters

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Early adopters, early majority*

7) In the \_\_\_\_\_ market development era, a new technology is perceived as a standard for the mass market and the market witness extremely high growth. **1 point**

- Bowling alley
- Tornado
- Mature main street
- None of these

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Tornado*

8) In the four roles in organizational change, the \_\_\_\_\_ believes in the ideas, visualizes the benefits and obtains political and financial support. **1 point**

- Inventor
- Sponsor
- Critic
- Champion

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Champion*

9) \_\_\_\_\_ are separate, autonomous and secretive groups within large organizations that focuses on breakthrough products for the business. **1 point**

- New venture teams
- Idea incubator
- Skunkworks
- None of these

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Skunkworks*

10) A manufacturer with a product in the decline stage of the product life cycle might decide to \_\_\_\_\_ if it has reason to hope that competitors will leave the industry. **1 point**

- Drop the product
- Search for replacing the product
- Start modifying the product
- Continue with the product

No, the answer is incorrect. Score: 0

Accepted Answers:  
*Continue with the product*