

# Unit 2 - Assignment 0

## Course outline

How does an NPTEL online course work?

### Assignment 0

Quiz : Assignment 0

Week 1 - Theoretical Foundations

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 0

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

**Due on 2020-01-27, 23:59 IST.**

1) Which of the following refers to the process of dividing the total available markets into smaller groups? 1 point

- Segmentation
- Targeting
- Division
- None of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Segmentation*

2) Identify the specialty product from the following: 1 point

- Bread
- Car
- Clothes
- Shoes

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Car*

3) The first group of customers to adopt any new product are termed as: 1 point

- Laggards
- Innovators
- Early majority
- Late majority

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Innovators*

4) The element of marketing mix which relates to the channel through which products are sold is termed as: 1 point

- Price
- Promotion
- Place
- None of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Place*

5) If you are trying to safeguard a new design for a chair, which of the following are you most likely to apply for? 1 point

- Patent
- Trademark
- Copyright
- None of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Copyright*

6) Which of the following refers to a working model of a new product idea? 1 point

- Prototype
- Service development
- Testing
- None of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Prototype*

7) New product ideas can come from: 1 point

- Customers
- Competitor products
- Designers
- All of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*All of these*

8) A company decides to ask a set of few questions to customers visiting its retail stores. It selects a few customers randomly in all of its stores and requests them to fill up a small questionnaire. The company is performing a: 1 point

- Survey
- Focus group study

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Survey*

9) Which of the following is a way to expand the market of an existing product? 1 point

- Finding alternative uses of the product
- Introduce the product to a new market
- All of these

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*All of these*

10) A new product is sometimes launched at a particular place and is given to a small set of consumers to get consumer feedback. This is termed as: 1 point

- Market development
- Market testing

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
*Market testing*