TT TEXTBOOK TESTBANKS

Test Bank for Innovation and New Product Planning 1st Kahn

TEST BANK SAMPLE PREVIEW

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Each chapter consists of 5-10 true-false type questions and 8-12 multiple choice questions that can be used as is or modified by the instructor to suit their course's needs.

Chapter One

True-False questions

1. The product planning process includes product development and product commercialization.
FALSE

2. Product planning + Product Management = Product Development
FALSE

3. Value = f(B,C); where B = perceived benefits and C = perceived costs.
TRUE

4. An offering could be a physical entity, a service, an idea, or any combination of the three.
TRUE

5. An invention is the first application of new knowledge in the form of an offering.
FALSE

7. Apple recently released a new iPhone for sale. This new offering is an example of a potential product.
FALSE

8. BMW's product line consists of all the vehicles it manufactures.
FALSE

9. In certain cases, a reduction in price would be sufficient to call a product "new."
TRUE

Multiple-choice questions

1. Which one of the following *cannot* be considered an offering?
A. An Idea.
B. A Product.
C. A Service.
D. None of the above, all three are potential examples of an offering.

2. Product planning comprises of __________ and __________
A. Product development, Product commercialization
B. Product development, Product launch
C. Product development, Product management
D. Product management, Opportunity identification

3. An __________ is the first practical application of new knowledge.
A. Innovation
B. Idea
C. Invention
D. Imitation

4. A product may have multiple meanings depending on the perspective, these include:
A. product as an outcome of innovation.
B. product as a nature of demand.
C. product as part of an internal perspective.
D. All of the above.

5. An augmented product represents:
A. The most basic version of the product that simply delivers the core benefits.
B. What the product may be like in the future.
C. The product that delivers the core benefits in a manner the meets consumer expectations.
D. None of the above represent an augmented product.

6. An expected product represents:
A. The product that delivers the core benefits in a manner the meets consumer expectations.
B. The most basic version of the product that simply delivers the core benefits.
C. What the product may be like in the future.
D. None of the above represent an expected product.

7. As discussed in class, an iPod Shuffle, in the color blue, with a specific storage capacity is an example of a:
A. Product Item.
B. Product Line.
C. Product Family.
D. Product Mix.

8. A product is defined as new *only* if:
A. It incorporates a radical new technology.
B. It adds multiple new attributes or features to an existing product.
C. It is a completely new invention.
D. None of the above.

9. Which of the following would be the considered the *least risky* new product?
A. New category entry
B. Cost reduction
C. New market
D. New-to-the-world

10. Product planning is often described as being:
A. Unnecessary.
B. Simple to execute.
C. Difficult to execute.
D. Impossible to execute.

Chapter Two

True-False questions

1. If the technical side of a company is in charge of product development efforts, the goal is usually to be market driven; meaning, obtain a large market share.
FALSE

2. Informal social meetings help with integration and collaboration.
TRUE

3. The project program approach to organizational structure is best if a company is focused on multiple small projects.
FALSE

4. A functional teams is the type of team best suited for product development activities.
FALSE

5. The core team is best described as consisting of the original and permanent members of the team.
TRUE

Multiple-choice questions

1. Traditionally, product development is the responsibility of either the ___________ or ___________ functions/departments in a company.
A. Marketing, Production
B. Management, Finance
C. Marketing, R&D/Engineering
D. Operations, R&D/Engineering

2. Primary responsibility for product development efforts amongst the various departments and functions within a company is determined based on:
A. Company history.
B. Company culture.
C. Company objectives.
D. All of the above.

3. __________ serves to reduce the physical distances between team members.
A. Informal social systems
B. Co-location
C. Incentive systems
D. Personnel movement

4. __________ serves to structure decision-making and establish responsibilities within the team.
A. Formal product planning.
B. Incentive systems.
C. Co-location.
D. Project approach.

5. Integration and collaboration can be achieved using the following methods:
A. By being market driven.
B. By having informal social systems.
C. By incorporating a Stage-Gate™ process.
D. By identifying customers' needs and wants.

6. The functional approach to organizational structure is:
A. The simplest approach.
B. The least popular approach.
C. Least likely to create conflicts.
D. Best suited for companies that deal with large scale projects.

7. The matrix management approach to organizational structure incorporates a __________ department into the overall structure.
A. Project Management.
B. Product Development.
C. Product Management.
D. None of the above.

8. A venture team is best suited for fixing minor product related issues.
A. Agree.
B. Disagree.
C. Neither agree nor disagree.
D. None of the above.

9. A functional team is __________ .
A. Completely focused on competition objectives.
B. Completely focused on departmental objectives.
C. Completely focused on company objectives.
D. Focused on non-monetary objectives.