**LMS Questions for Course DLBPROGPM01**

(There are five questions per unit, each with one correct answer and three incorrect answers;

please also indicate the section to which the question refers in the second column.)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Unit/**  **Question No.** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 1/1 | 1.1 | Which are convenience goods? | Goods/wares for daily use that are purchased at short notice and without a major selection process. | Non-daily consumer goods, the purchase of which involves a major selection process. | Goods/wares that are very rarely purchased and only after a more extensive selection process. | Exclusively branded items for daily use, the purchase of which does not involve a major selection process. |
| 1/2 | 1.1 | Which describes a product life cycle? | The staged progression of a product’s market presence based on the development of demand for the product from market entry through to elimination of supply. | The staged progression of a product’s market presence based on the development of the product’s price from market entry through to elimination of supply. | The staged progression of a product’s market presence based on the development of the product’s production volume from market entry through to elimination of supply. | The staged progression of a product’s market presence on the basis of the development of demand for the product from market entry through to market saturation. |
| 1/3 | 1.2 | Which is a smart product? | An intelligent product that is able to communicate and exchange data with other products/objects. | A new product that is offered at a particularly favorable price when it is launched. | A product that is very easy to manufacture. | An imitation of a successful product at a much lower price. |
| 1/4 | 1.3 | How do strategic and operational product management differ? | While strategic product management aims at the long-term success of a company’s offerings, operational product management supports the functional activities necessary for production and market cultivation. | While operational product management aims at the long-term success of a company’s offerings, strategic product management supports the functional activities necessary for production and market cultivation. | While strategic product management is in charge of the development and manufacture of products, operational product management is responsible for sales and marketing. | While strategic product management is responsible for the business-to-business area, operational product management is responsible for the business-to-consumer area. |
| 1/5 | 1.3 | Which does the matrix organization mean for the organizational arrangement of product management within a company? | That product management, as a horizontally controlled secondary organization, is added to the essentially function-oriented and vertically controlled primary organization. | That product management, as a function-oriented and vertically managed secondary organization, is added to the essentially horizontally managed primary organization. | That product management, as a function-oriented and vertically managed primary organization, is added to the essentially horizontally managed secondary organization. | That product management, as a horizontally managed primary organization, is added to the essentially function-oriented and vertically managed secondary organization. |
| **Unit/**  **Question No.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 2/1 | 2.1 | Which support do companies receive from strategic foresight? | Strategic foresight supports companies in building knowledge to better understand the future and long-term prospects. | Strategic foresight supports companies in defining and thus clarifying the product characteristics at a very early stage in the innovation process. | Strategic foresight supports companies in obtaining knowledge about the success or failure of a price. reduction at a very early stage. | Strategic foresight supports companies in building knowledge to determine short-term market cultivation measures (prices, discounts, promotions). |
| 2/2 | 2.1 | Which analysis technique does the Delphi method actually involve? | An analysis technique in which experts are interviewed and the information and opinions obtained are evaluated. | An analysis technique in which customers are interviewed and the information and opinions obtained are evaluated. | An analysis technique in which supplying companies are interviewed and the information and opinions obtained are evaluated. | An analysis technique in which employees are interviewed and the information and opinions obtained are evaluated. |
| 2/3 | 2.2 | Which is a disruptive innovation? | An innovation (product) that reshapes the rules of the game in a market and therefore threatens existing business models. | An innovation (product) that is offered in a market, but does not lead to any relevant success there. | An established product that is no longer successful but is offered again in a slightly modified form (new edition). | A slight improvement to established products in order to generate new attention (disruption) with the improvement. |
| 2/4 | 2.3 | Which is SWOT analysis? | A method for determining measures to exploit identified opportunities and avoid threats in market cultivation. | A method for determining optimal prices for new and innovative products. | A method for determining performance data that allows for comparison with competing companies. | A method for determining market data that enables the advertising for a product to be optimized. |
| 2/5 | 2.3 | How are products categorized in the Boston Consulting Group (BCG) portfolio? | According to the dimensions of market growth and relative market share. | According to the dimensions of sales and absolute market share. | According to the dimensions of market demand and sales. | According to the dimensions of market growth and absolute market share. |
| **Unit/**  **Question No.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 3/1 | 3.1 | What is the relation between goals and alternative product strategies in the product strategy process? | First, the goals and the desired position in the market must be determined for a product, after which suitable strategy variants can be investigated and evaluated. | First, the appropriate strategy variants must be determined for a product, after which suitable goals and the desired position in the market can be selected. | In the product strategy process, the goals and alternative product strategies are independent of each other, which allows for many combinations. | In the product strategy process, the goals must first be achieved in order to then determine the alternative product strategies available for selection. |
| 3/2 | 3.2 | Why is a company’s goals system referred to as a collective goal system? | Because a company’s goals system must meet the demands of the stakeholders associated with the company. | Because a company’s goals system must meet the demands of the collective of people working in the company. | Because a company’s goals system typically includes a multitude of partial goals and subgoals. | Because a company’s goals system must meet the demands of its different customers. |
| 3/3 | 3.2 | Why is market segmentation useful? | Because it segments demanders and their needs and benefit expectations according to specific criteria, which increases the efficiency of market cultivation. | Because it assigns demanders to different sales regions, which facilitates sales. | Because it segments the products and their benefits according to specific criteria, which makes product development easier. | Because it enables the financially worthwhile regions to be distinguished from those that are not, which reduces the number of outlets. |
| 3/4 | 3.2 | Which is a unique selling proposition (USP)? | A value proposition to buyers that typically differentiates a product from competing offerings through its characteristics. | A product that is typically only offered by a company with a monopoly position. | A minimum sales volume for a product in a specific sales market. | A product characteristic that makes a product particularly valuable (premium product). |
| 3/5 | 3.3 | Which are the three basic models of product strategies for the content of a company’s approach to market cultivation? | Customer-oriented, competition-oriented, or cross-company approaches. | Product-oriented, process-oriented, or cross-company approaches. | Supply-side, demand-side, or company-internal approaches. | Customer-oriented, supplier-oriented, or company-internal approaches. |
| **Unit/**  **Question No.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 4/1 | 4.1 | How is the product contribution margin calculated? | The product price minus its variable costs. | The product price less its fixed costs. | The product price minus its sales tax. | The product price multiplied by its sales quantity. |
| 4/2 | 4.1 | Which is the market life cycle? | The market life cycle is the result of aggregating the life cycles of the specific products offered in that market. | The market life cycle is the segment from market entry to market exit in the product life cycle. | The market life cycle is the result of aggregating the life cycles of two competing products in a market. | The market life cycle is the period of time from the emergence of a market segment through to its end. |
| 4/3 | 4.2 | Which does a product roadmap represent? | A product roadmap depicts the future development of a product in an action plan and is oriented toward its market goals. | A product roadmap depicts a company’s future production program. | A product roadmap depicts the future development of price trends in a market segment. | A product roadmap contains the development plan for new product development for the next planning period. |
| 4/4 | 4.3 | From which development area does the scrum process model originate? | From agile software development. | From product development according to the waterfall model. | From production automation. | From mobile communications development. |
| 4/5 | 4.3 | Which agile method works with a problem space and a solution space? | Design thinking. | Scrum. | Lean management. | Lean start-up. |
| **Unit/**  **Question No.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 5/1 | 5.1 | Is an invention always an innovation? | No, an innovation results in successful new or improved products and/or services that are launched onto the market. | Yes, because every invention results in successful new or improved products and/or services that are launched onto the market. | No, because an innovation is typically not an invention, but only an improved product and/or service that has been successfully launched onto the market. | Yes, because inventions are only innovations that can be successfully launched onto the market. |
| 5/2 | 5.1 | Which is lead user analysis? | An analysis and integration of the ideas and needs of leading users within product development. | Cooperative product development by companies in collaboration with their largest customers. | Product development entrusted to a company’s leading customers. | An analysis and integration of the ideas and innovations from leading competitors within product development. |
| 5/3 | 5.2 | Which does a scoring model do in idea management? | It supports the pre-selection of ideas using a mathematical model with weighting factors for different selection criteria. | It supports the final selection of ideas based on appropriate analysis methods, such as need or risk analysis. | It supports the pre-selection of ideas based on different selection criteria. | It supports the pre-selection of ideas on the basis of a mathematical model with a cost calculation and sales forecast. |
| 5/4 | 5.3 | Which distinguishes conjoint analysis from rough screening and fine selection in idea and requirements management? | While rough screening and fine selection focus on a product concept’s individual attributes and features, conjoint analysis starts from full descriptions of products as a bundle of services. | While rough screening and fine selection focus on the complete product concept, conjoint analysis is based on interconnected individual product features. | While rough screening is used to select the most suitable product concept, which is then further described in the fine selection, a conjoint analysis is based on at least ten ideas that are described in full. | While rough screening and fine selection are used to look directly at the end product, a conjoint analysis is initially based on full descriptions of preliminary products for development. |
| 5/5 | 5.3 | Which are the content steps of the Quality Function Deployment (QFD) method? | QFD consists of the steps of product planning and product development and derives the requirements for the functions in product development from the customer requirements that have been identified. | QFD consists of the steps of idea generation and product development and derives the requirements for the design of features and/or functions in product development from the ideas generated. | QFD consists of the steps of product development and sales and derives the specific quality criteria for sales from the sales forecasts that have been determined. | QFD consists of the steps of rough screening and fine selection and derives the criteria for quality inspection from the functions that have been determined. |
| **Unit/**  **Question No.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 6/1 | 6.2 | Why can the pioneer company within a competitive environment choose a skimming strategy in its pricing policy? | The pioneer company is the market leader and therefore has room for maneuver with pricing, i.e., it only lowers the price as far as is necessary for additional development of the intended audience. | The pioneer company is the market leader and therefore has room for maneuver pricing, i.e., it enters the market directly with a very low price in order to generate a high sales volume. | The pioneer company is the market leader and therefore has room for maneuver with pricing, i.e., it continuously increases the price in order to optimize its sales. | The pioneer company acts competitively and can set its price so that it always remains below the price of the competitor's lowest product. |
| 6/2 | 6.2 | Which occurs when an offering company carries out their market entry according to the waterfall strategy? | According to the waterfall strategy, market entry into several target markets takes place with a time delay (one after another). | According to the waterfall strategy, market entry into several target markets takes place at the same time (simultaneously). | According to the waterfall strategy, a product’s market entry always takes place in only one target market. | According to the waterfall strategy, market entry takes place simultaneously in all target markets for which there is a positive sales forecast. |
| 6/3 | 6.3 | Which advantage does a company have if it opts for direct sales? | With direct sales to customers, the company is not dependent on cooperation with external sales organizations. | With direct sales to cooperating sales partners, the company saves the costs of its own sales organization. | With direct sales through cooperating sales partners, the company avoids being dependent on end customers. | With direct sales to customers, a company only has to pay commissions to cooperating sales partners for their brokerage services. |
| 6/4 | 6.3 | Which is a joint venture? | A joint venture is created through a contractual agreement in which the partner companies cooperate on the basis of sharing risks and profits. | A joint venture is created through a contractual agreement in which companies and customers cooperate in sales. | A joint venture creates a new division through an internal company agreement in which product development and sales cooperate and share profits. | A joint venture creates a virtual organization through a contractual agreement in which a company and its customers cooperate, while sharing risks. |
| 6/5 | 6.3 | Which is the fee model for franchising? | The franchisee pays the franchisor a fee in exchange for the right to use certain services. | The franchisor pays the franchisee a fee in exchange for the right to use certain services. | The franchisee only pays the franchisor a fee if they also sell products from other franchisors. | The franchisee passes on an agreed share of the fees paid by customers to the franchisor. |
| **Unit/**  **Question No.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 7/1 | 7.1 | Which characterizes the decline stage in the product life cycle? | A product’s sales volume, revenue, and profit are gradually decreasing. | The sales volume is slowly approaching saturation. | Although a product’s sales volume is decreasing, its revenue and profit are still increasing. | While the revenue is decreasing, profits continue to rise. |
| 7/2 | 7.1 | Which does a product variation change and which does it not change? | Although the basic functionality, intended use, and application capabilities of the product remain the same, its design, color, shape, properties, or even service or additional features change. | Although its design, color, shape, properties, or even services or additional features remain the same, the product’s basic functionality and intended use change. | Design, color, shape, features, or even services or additional benefits remain the same, only the price changes for different variations of the sales quantity. | Although the basic functionality, intended purpose and application capabilities of the product remain the same, its design, color, and shape change and can be selected individually for each customer. |
| 7/3 | 7.1 | Which effect in product differentiation can lead to cannibalization? | The substitution effect, i.e., switching from one product variant to another variant from the same supplier, can lead to cannibalization. | The participation effect, i.e., switching from one product variant to another variant from the same supplier, can lead to cannibalization. | The imitation effect, i.e., switching from one product to an imitation of the product, can lead to cannibalization. | The competitive effect, i.e., switching from one product to a product from another supplier, can lead to cannibalization. |
| 7/4 | 7.2 | Why does controlling in product management correspond to a control loop? | Because analyzing and evaluating a product’s performance data also determine the activities, with the success of these activities in the market then measured, analyzed, and evaluated again. | Because continuous improvements are made to product quality within product management. | Due to the change of product variants, the success must be measured for each new variant, which leads to an effect in controlling akin to a control loop. | Because strategic and operational controlling in product management are carried out repetitively and continuously, one after the other. |
| 7/5 | 7.3 | Why does product management serve as a bridge between production and sales? | Because the sales department expects compliance with the value propositions made to the market and the production department assumes that the sales department will consider the stability and reliability of the production department in market development. | Because the sales department reports all customer requests to product management and must assume that these requests are also considered in production, which in turn must be ensured by product management. | Because product management creates the production plan from the sales figures and ensures that it is adhered to. | Because sales and production are usually implemented as sub-departments of product management in terms of organizational structure. |
|  |  |  |  |  |  |  |

l