

21 Lecture - MGT301

Important Mcqs

- 1. What is the first step in the new product development process?**
 - a) Idea screening
 - b) Concept development
 - c) Idea generation
 - d) Commercialization**Answer: c) Idea generation**
- 2. What is the purpose of idea screening in the new product development process?**
 - a) To generate new product ideas
 - b) To evaluate and prioritize potential ideas
 - c) To develop concepts for new products
 - d) To launch the product in the market**Answer: b) To evaluate and prioritize potential ideas**
- 3. Which stage of the new product development process involves creating a detailed description of the product?**
 - a) Idea generation
 - b) Idea screening
 - c) Concept development
 - d) Testing**Answer: c) Concept development**
- 4. What is the main goal of product testing in the new product development process?**
 - a) To evaluate the profitability of the product
 - b) To gather feedback from potential customers
 - c) To determine the product's features and benefits
 - d) To create marketing materials for the product**Answer: b) To gather feedback from potential customers**
- 5. Which stage of the new product development process involves preparing the product for its launch?**
 - a) Concept development
 - b) Testing
 - c) Commercialization
 - d) Idea screening**Answer: c) Commercialization**
- 6. Which of the following is NOT a stage of the new product development process?**
 - a) Market research
 - b) Idea generation
 - c) Advertising
 - d) Commercialization**Answer: c) Advertising**

7. **What is the purpose of market research in the new product development process?**

- a) To create a prototype of the product
- b) To identify potential customers and their needs
- c) To finalize the product's design
- d) To create a pricing strategy for the product

Answer: b) To identify potential customers and their needs

8. **Which stage of the new product development process involves creating a physical or virtual model of the product?**

- a) Idea generation
- b) Concept development
- c) Testing
- d) Commercialization

Answer: b) Concept development

9. **What is the goal of idea generation in the new product development process?**

- a) To develop a detailed description of the product
- b) To generate a large number of potential ideas
- c) To evaluate and prioritize potential ideas
- d) To launch the product in the market

Answer: b) To generate a large number of potential ideas

10. **Which stage of the new product development process involves determining the product's features and benefits?**

- a) Idea screening
- b) Concept development
- c) Testing
- d) Commercialization

Answer: b) Concept development