### 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