

Question 1: Saira Rizwan Clothing is planning to launch its new winter collection in Canada. Which of the following is the critical decision of commercialization stage of New Product Development that has to be taken by Saira Rizwan Clothing?

- When to launch the product?
- Where to launch the product?
- Whom to launch the product?
- How to launch the product?

Question 2: Which one of the following tend to market high end goods and services and are able to use a premium pricing strategy in a specific market segment.

- Followers
- Challengers
- Leaders
- Nichers

Question 3: Which of the following are called value maximizers?

- Sellers
- Customers
- Marketers
- Manufacturers

Question 4: At which of the following stages of Consumer adoption Process, a customer finally continues using any product?

- Evaluation
- Interest
- Awareness
- Adoption

Question 5: Which of the following best describes the spread of idea from the source of invention or creation to the ultimate user or consumer?

- Innovation diffusion process
- Innovativeness
- Early adoption process
- None of the given

Question 6: Which of the following best describes the use of existing strong brand name to launch a new/modified product?

- Brand extension
- Brand leveraging