

Your Name: _____ Team: _____

Product Management

Chapter 2-3

Date: _____

This Chapter Test is worth 3 points toward your total score for the course.

You may use your own handwritten personal notes, but not photocopies or the text, to take this test.

Circle and then answer only one of the following two questions on this side of this sheet of paper.

Provide your own original examples, if asked, rather than those that are given in the text.

1. Your business is considering a new product, which involves greater change in its operations/marketing and some change in the consumers' use of the product. Is the project more or less risky than a new product, which involves some change in its operations/marketing and greater change in the consumers' use of the product? *Illustrate your answer and explain with your example.* 3
2. There seems to be a basic new product process that you want to understand. Please *illustrate it*, identifying and describing (in about a sentence each) the five phases in the process and the general tasks for each. Use *an example of a new product or service of interest to you* to illustrate what you would do in each phase. Be specific. 1