# Marketing for Innovation and New Products

# Example of Questions

1. Please identify which of the following statements is the most correct:

   **☐A** In Portugal, most of the entrepreneurial activity is classified as having been motivated by the identification of business opportunity and not by an obligation due to the need for personal/family financial sustainability.

   ☐B The higher the GDP per capita of a country, the lower the proportion of entrepreneurship motivated by opportunity.

   ☐C In Portugal, at the end of the one year, the survival rate of the companies created during that year is only about 32%.

   ☐D None of the other statements are correct.

2. Please identify which of the following statements is the most correct:

   **☐A** The same product may have associated different business models.

   ☐B Examples of very similar business models are B2C and B2B.

   ☐C Michael Porter's five-forces model is a good example of a business model.

   ☐D None of the other statements are correct.

3. Please identify which of the following statements is the most correct

   ☐A You're born an entrepreneur, you can't learn to be an entrepreneur.

   ☐B The main need of entrepreneurs is money.

   **☐C** One of the motivations for creating your own business may be to gain recognition from society.

   ☐D None of the other statements are correct.

**4.** A chain of Japanese food restaurants has defined its target market: young adults and adults, residents in urban centers with more than 75,000 inhabitants, with higher qualifications and monthly income above 1,500 euros, which are cosmopolitan and daring. Which of the segmentation criteria listed below **did not serve** as the basis for the segmentation process that allowed reaching the target segment?

☐A    Geographical segmentation criterion.

☐B    Demographic segmentation criterion.

☑C    Segmentation benefit criterion.

☐D    Psychographic segmentation criterion.

**5.** Consider that you are analyzing the competitive dynamics of a commercial company and that you have identified after-sales service as an important attribute that all companies in the sector implement. For this attribute, identify which of the following classifications will be best suited:

☐A    A critical success factor and distinctive skill.

☑B    A critical success factor.

☐C    A distinctive skill.

☐D    A criterion for analyzing the competitive structure.

**6.** Created in 1999, *the Global Entrepreneurship Monitor* (GEM) is a consortium of national teams that do research based on questionnaires on entrepreneurship and entrepreneurial ecosystems around the world. With the data collected it is possible to make different analyses that can help you to know the different entrepreneurial dynamics existing in the world. TEA (Total early-stage entrepreneurial activity) is one of the most important indicators obtained for each country. Using the GEM data it is concluded that:

☐A    There is a positive correlation between TEA and the fear of failure.

☐B    There is a negative correlation between TEA and perceived capabilities.

☐C    There is a negative correlation between TEA and perceived opportunities.

☑D    None of the other statements are correct.