

## JA Titan®

### Quiz: Pre- and Post-Session Survey: Research & Development (R&D)

Answer the following questions so we can match your surveys for this program.

What are the first three letters of your **first** name? \_\_\_\_\_

What are the first three letters of your **last** name? \_\_\_\_\_

On what **month** and **day** were you born? \_\_\_\_\_  
MONTH DAY

Circle the best answer for each question.

1. **You have noticed that new companies are selling the same product as your company and they are taking your market share. What can you do to maintain your profitability?**
  - a. Stay with your current plan, because it has been successful so far.
  - b. Take a loan to increase the ratio in your profit margin.
  - c. Invest in R&D to discover and develop new product features so that you can stand out from the competition.
  - d. Lower your sales projections to decrease costs.
2. **How can companies use R&D to increase profits?**
  - a. to decrease marketing costs
  - b. to develop new product features
  - c. to increase marketing costs
  - d. none of the above
3. **Which of the following is NOT part of the product design phase?**
  - a. getting feedback on the concept
  - b. creating a prototype
  - c. marketing the prototype to potential customers
  - d. producing the product