



# Social Constraints

## QUIZ

### Question 1

Purple ketchup:

- a. Never sold very well
- b. Was short lived
- c. Had no social constraints and is still on the market today

### Question 2

Which of the following is an example of a social constraint?

- a. Regulations that limit the emissions of power tools for lawn maintenance
- b. The use of child labor by corporations to produce high tech products
- c. User acceptance of the color of a product
- d. Potential misuse of a product for illegal or other nefarious purposes
- e. c and d
- f. All of the above

### Question 3

Google Glass is a classic example of a cool technology that failed to find a marketable application.

- a. True
- b. False

### Question 4

The Aereo failed because:

- a. Cable companies would not tolerate the loss of market share and sued
- b. Its signals interfered with wireless internet
- c. The law would not allow Aereo to transmit satellite signals to cell phones
- d. None of the above



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## **Question 5**

On average, new technology-based products fail:

- a. Less than 40% of the time
- b. Almost 80% of the time
- c. Over 40% of the time