

National Testing Agency

Question Paper Name: Managing Innovation 10th November 2019 Shift 1
Subject Name: Managing Innovation
Creation Date: 2019-11-10 13:22:31
Duration: 180
Total Marks: 75
Display Marks: Yes

Managing Innovation

Group Number : 1
Group Id : 709597169
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 75

Managing Innovation

Section Id : 709597176
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 75
Number of Questions to be attempted: 75
Section Marks: 75
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 709597214
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 70959716641 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Which of the following is not necessarily a characteristic of an innovation?

- a. A challenge
- b. Novelty
- c. Patentability
- d. Benefit

Sub-Section Id: 709597215
Question Shuffling Allowed : Yes

Question Number : 2 Question Id : 70959716642 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Every invention may not lead to an innovation because

- a. An invention may not get implemented
- b. An invention though implemented may not find a market
- c. An invention may get into feasibility issues
- d. Every invention does lead to an innovation

Question Number : 3 Question Id : 70959716643 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

An incremental innovation may lead to a radical innovation because

- a. An incremental innovation may point to a limitation of an approach, and it may lead to a novel approach
- b. Extension of the problem leading to incremental innovation may lead to radical innovation
- c. Incremental innovation does not lead to radical innovation
- d. An incremental innovation may lead to confidence to take on a bigger challenge

Sub-Section Number: 3
Sub-Section Id: 709597216
Question Shuffling Allowed : Yes

Question Number : 4 Question Id : 70959716644 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

In “What” part of “Why-What-How” idea pitching framework, idea author articulates:

- a. What is the name of the offering?
- b. What are the names of the customers?
- c. What are the key characteristics of the offering?
- d. What is the pricing of the offering?

Sub-Section Number: 4
Sub-Section Id: 709597217
Question Shuffling Allowed : Yes

Question Number : 5 Question Id : 70959716645 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Sometimes lack of intent is a barrier to innovate because

- a. Status quo appears secure
- b. There is fear of failure which dampens intent
- c. Intent to innovate gets deeply buried among various agenda items which keep one busy
- d. Lack of intent is never a barrier to innovate

Question Number : 6 Question Id : 70959716646 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why is language of experimentation not so common in organizations?

- a. Experimentation becomes difficult to budget
- b. Experimentation may imply uncertainty and organizations like language of certainty
- c. There is a feeling that an idea should go from concept to implementation
- d. There is a feeling that experimentation is the job of only R&D department

Question Number : 7 Question Id : 70959716647 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When a classroom-based course is offered as an online course, its impact can be measured through

- a. Student rating of the course
- b. Number of student registrations
- c. Number of students willing to pay for the course
- d. Activity on the discussion board

Sub-Section Number:	5
Sub-Section Id:	709597218
Question Shuffling Allowed :	Yes

Question Number : 8 Question Id : 70959716648 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Disruptive innovation typically involves

- a. Inferior product performance, for an existing market
- b. Superior product performance, for an existing market
- c. Inferior product performance, for a new market
- d. Superior product performance, for an existing market

Sub-Section Number:	6
Sub-Section Id:	709597219
Question Shuffling Allowed :	Yes

Question Number : 9 Question Id : 70959716649 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sheela has been keeping a diary of ideas for the past several months. However, she hasn't taken any action to take any of the idea forward. It could be:

- a. An elephant problem as Sheela may be afraid of failing
- b. A rider problem as Sheela may not know where to start
- c. An elephant problem because as Sheela may not know where to start
- d. A rider problem as Sheela may be afraid of failing

Question Number : 10 Question Id : 70959716650 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An organization may start an innovation program in order to

- a. Foster a culture of innovation
- b. Enhance the capacity to innovate
- c. Mature the process of innovation in the organization
- d. Address strategic challenges

Question Number : 11 Question Id : 70959716651 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Buzz creation process is a core component of an innovation program because

- a. Unless noise is raised, nothing gets noticed in an organization
- b. There is a need to spot and socialize internal innovation
- c. There is a need to publish success stories and encourage internal innovators
- d. Create spaces like hackathon, innovation day which create excitement around innovation

Question Number : 12 Question Id : 70959716652 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Training and development is an important component of an innovation program because

- a. It creates time and space for reflection and learning
- b. It creates opportunity to learn new tools and methodologies relevant for innovation
- c. It creates deep insights
- d. It creates collaboration opportunities through team projects

Question Number : 13 Question Id : 70959716653 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

To check whether an organization has a culture of innovation, sometimes it is asked, "Do janitors in the organization give ideas?" Janitor-test as it is sometimes called could be an important indicator of organization culture because

- a. Sorry, janitor-test is an absurd test, janitors don't innovate
- b. It tests whether everybody in the organization is considered a creative individual
- c. It tests whether small ideas are valued because majority of the people including janitors are likely to give small ideas
- d. It tests whether janitors are assessed for leadership qualities

Question Number : 14 Question Id : 70959716654 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

It helps to publish the criteria used to evaluate ideas because

- a. It raises awareness about what kind of ideas are valued in the organization
- b. It is likely to create a sense of fairness
- c. It helps evaluators in applying a uniform measure
- d. The criteria is useful in generating good ideas

Sub-Section Number: 7
Sub-Section Id: 709597220
Question Shuffling Allowed : Yes

Question Number : 15 Question Id : 70959716655 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Managers are typically reluctant to publicize their topmost challenge because

- a. They feel people may not like their challenge
- b. They feel nobody cares about their challenge
- c. They feel challenges should always be kept secret
- d. They feel vulnerable about creating a perception that they can't solve their challenges

Sub-Section Number: 8
Sub-Section Id: 709597221
Question Shuffling Allowed : Yes

Question Number : 16 Question Id : 70959716656 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When a hospital says "How do we make our reception as customer friendly as the reception of Taj Hotel – a five-star hotel" it is using Taj Hotel as a metaphor. A metaphor like Taj Hotel helps make the challenge:

- a. More concrete
- b. More credible
- c. More emotionally appealing
- d. More approachable through study of the metaphor

Sub-Section Number: 9
Sub-Section Id: 709597222
Question Shuffling Allowed : Yes

Question Number : 17 Question Id : 70959716657 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A school teacher notes down in her diary that every year her class contains a few students who carry extreme phobia for mathematics. This observation captures a challenge that can be categorized as

- a. Feel the pain
- b. Sense the wave
- c. See the waste
- d. None of the above

Sub-Section Number: 10
Sub-Section Id: 709597223
Question Shuffling Allowed : Yes

Question Number : 18 Question Id : 70959716658 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Attentive listening to team members' ideas is typically difficult for managers because

- a. Her attention is grabbed by more pressing issues related to execution
- b. As an experienced person her mind jumps to judgmental mode too soon
- c. Managers typically hate new ideas
- d. Managers' job does not include listening to ideas

Question Number : 19 Question Id : 70959716659 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A challenge can be called a strategic challenge if

- a. It is written by the CEO
- b. It captures one of the main competitive threats of the organization
- c. It captures the biggest ask from one of its strategic customers
- d. Solution of this challenge may result in significant savings for the organization

Question Number : 20 Question Id : 70959716660 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Citystar is a 1000 people strong organization in the logistics business. It has decided to launch an innovation program. An innovation council of 5 people is formed and they have launched a campaign and invited ideas from all the employees. In the first round, 40 ideas have come 25 people. Most of the ideas are incremental in nature. The council members are disappointed. Please answer the next five questions based on this information:

Participation of 25 people out of 1000 people in the campaign indicates that

- a. The organization is not fit for innovation
- b. Campaign buzz might have been weak
- c. Idea submission process might have been cumbersome
- d. Organization contains very few innovators

Question Number : 21 Question Id : 70959716661 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

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Which of the following implies that there is a bright side to the situation

- a. There are potentially 40 opportunities to improve the organization
- b. There are 25 people who are enthusiastic enough to contribute ideas
- c. There are 900+ people who have not given any idea
- d. There is no bright side to this situation

Question Number : 22 Question Id : 70959716662 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Citystar is a 1000 people strong organization in the logistics business. It has decided to launch an innovation program. An innovation council of 5 people is formed and they have launched a campaign and invited ideas from all the employees. In the first round, 40 ideas have come 25 people. Most of the ideas are incremental in nature. The council members are disappointed. Please answer the next five questions based on this information:

What is the minimum the council must do before they initiate next round of idea campaign?

- a. Send a strong message to all employees about their lack of participation
- b. Send a strong message about all ideas in round 1 being incremental in nature
- c. Talk to the 25 idea authors, listen to their ideas and wherever possible help them take these forward
- d. Announce names of the idea authors and appreciate their contribution

Question Number : 23 Question Id : 70959716663 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

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What is/are the things the council should avoid doing at this stage?

- a. Stop the initiative due to poor response in the first round
- b. Criticize majority of the employees for not contributing
- c. Send system generated accepted/rejected mails to idea authors
- d. Meet each idea author face to face

Sub-Section Number:	11
Sub-Section Id:	709597224
Question Shuffling Allowed :	Yes

Question Number : 24 Question Id : 70959716664 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Citystar is a 1000 people strong organization in the logistics business. It has decided to launch an innovation program. An innovation council of 5 people is formed and they have launched a campaign and invited ideas from all the employees. In the first round, 40 ideas have come 25 people. Most of the ideas are incremental in nature. The council members are disappointed. Please answer the next five questions based on this information:

To improve the chance of getting more big impact ideas, the council can

- a. Reject all incremental ideas in the first round
- b. Announce to organization that they should stop giving incremental ideas
- c. Announce a CEO's campaign with a strategic challenge
- d. Invite ideas from only a handful of people

Question Number : 25 Question Id : 70959716665 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Autochamp is an automotive manufacturing company with strength of 700 people and revenue of \$100 million. Their innovation program is now 5 years old. They generate a healthy pipeline of ideas of about 500 to 800 ideas every year. However, their rate of prototyping is poor. Hardly 10 ideas get into prototyping phase. To promote experimentation, Autochamp has invested in a laboratory equipped with 3-D modelling software, 3-D printers and other necessary tools. However, even after a year since the inauguration of the lab, it is hardly in use. Answer following 5 questions based on this information:

True/False: The low lab utilization problem could be primarily an elephant problem, if people don't know how to develop prototypes and how to use the tools in the lab.

- a. True
- b. False

Question Number : 26 Question Id : 70959716666 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

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True/False: The low lab utilization problem could be primarily an elephant problem, if people feel they don't the time for experimentation.

- a. True
- b. False

Sub-Section Number:	12
Sub-Section Id:	709597225
Question Shuffling Allowed :	Yes

Question Number : 27 Question Id : 70959716667 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

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To increase the employee participation in the lab, Autochamp can

- a. Make it mandatory for everybody to spend time in the lab
- b. Organize a prototyping competition
- c. Rent the lab to start-ups
- d. Organize training programs on the tools in the lab

Question Number : 28 Question Id : 70959716668 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

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To address the fear of failure associated with experimentation in the lab:

- a. The lab can exhibit failed prototypes and display their stories
- b. Publish stories which articulate the difference between smart vs avoidable failures
- c. Members of Autochamp's leadership team can publish their failures and associated learnings
- d. Showcase the successful experiments

Question Number : 29 Question Id : 70959716669 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Autochamp is an automotive manufacturing company with strength of 700 people and revenue of \$100 million. Their innovation program is now 5 years old. They generate a healthy pipeline of ideas of about 500 to 800 ideas every year. However, their rate of prototyping is poor. Hardly 10 ideas get into prototyping phase. To promote experimentation, Autochamp has invested in a laboratory equipped with 3-D modelling software, 3-D printers and other necessary tools. However, even after a year since the inauguration of the lab, it is hardly in use. Answer following 5 questions based on this information:

To convert the lab into a lab of strategic importance:

- a. Just renaming the lab into a "strategic lab" would move things in the right direction
- b. The lab activity should be anchored in a strategic challenge area
- c. Investment need to be made in platforms relevant for the strategic challenge area
- d. Hiring interns would be the most important step

Question Number : 30 Question Id : 70959716670 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the different ways of enhancing the credibility of an idea while presenting it to potential investors?

- a. Show trade-off analysis of your idea vis-à-vis other alternatives
- b. Get an endorsement of your idea from an industry expert
- c. Get a customer testimonial
- d. Present your idea using a good metaphor

Question Number : 31 Question Id : 70959716671 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Co-innovation is typically a challenging journey because

- a. It demands high degree of trust between two organizations co-innovating together which is difficult to happen
- b. It involves sharing credits and benefits associated with the idea in amicable fashion which is difficult
- c. Co-innovating organizations have to be of the same size which is difficult
- d. Co-innovation is not so challenging

Question Number : 32 Question Id : 70959716672 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As water scarcity is hitting many towns in India and perhaps many other countries, smart water meters are being looked at as an important infrastructure component. Aquasmart is a start-up specializing in installation and commissioning of smart water meters in urban townships and apartment complexes. Using Aquasmart meters residents can check their actual water consumption on the smartphone and get billed for it accordingly. Answer following three questions related to the above information:

What are the ways through which Aquasmart can check if there the market for smart water meters is large enough?

- a. Conducting online survey in multiple cities
- b. Door-to-door interviews
- c. Secondary research e.g. market research reports
- d. Asking industry experts

Question Number : 33 Question Id : 70959716673 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As water scarcity is hitting many towns in India and perhaps many other countries, smart water meters are being looked at as an important infrastructure component. Aquasmart is a start-up specializing in installation and commissioning of smart water meters in urban townships and apartment complexes. Using Aquasmart meters residents can check their actual water consumption on the smartphone and get billed for it accordingly. Answer following three questions related to the above information:

What could be complementary assets for Aquasmart?

- a. Plumbing experts for installation of meters
- b. Digital water meter suppliers
- c. Electric smart meter providers
- d. People living with water scarcity

Question Number : 34 Question Id : 70959716674 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As water scarcity is hitting many towns in India and perhaps many other countries, smart water meters are being looked at as an important infrastructure component. Aquasmart is a start-up specializing in installation and commissioning of smart water meters in urban townships and apartment complexes. Using Aquasmart meters residents can check their actual water consumption on the smartphone and get billed for it accordingly. Answer following three questions related to the above information:

What could be a low-cost experiment to test technical feasibility of smart water metering?

- a. Show that you can access the water meter data on a computer
- b. Transmit data to cloud from a water meter through wireless medium
- c. Demonstrate that you can install water meters in all the houses in an apartment complex with 100+ households
- d. Do a door-to-door survey in an entire apartment complex

Sub-Section Number: 13
Sub-Section Id: 709597226
Question Shuffling Allowed : Yes

Question Number : 35 Question Id : 70959716675 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An idea management system is intended to

- a. Generate ideas as a substitute to human ingenuity
- b. Help diverse stakeholders share their ideas with the organization
- c. Help top management control the organization
- d. None of the above

Sub-Section Number: 14
Sub-Section Id: 709597227
Question Shuffling Allowed : Yes

Question Number : 36 Question Id : 70959716676 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A good idea management system

- a. Processes submitted ideas quickly
- b. Rejects "bad" ideas without justification
- c. Has different pathways to process ideas of different risk profiles
- d. Facilitates funding for promising ideas that need validation

Sub-Section Number: 15
Sub-Section Id: 709597228
Question Shuffling Allowed : Yes

Question Number : 37 Question Id : 70959716677 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In an organization,

- a. Only large impact ideas matter
- b. Only incremental ideas matter
- c. A structured system to consider Incremental ideas builds creative confidence
- d. Ideas don't matter because imitation is easier

Question Number : 38 Question Id : 70959716678 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Idea management systems are relevant to

- a. Only large manufacturing companies
- b. Only manufacturing companies
- c. Only services companies
- d. None of the above

Question Number : 39 Question Id : 70959716679 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is true in the context of building a challenge book

- a. Every customer complaint is a challenge to be included
- b. Every challenge should be based on next generation technology
- c. Pain points of customers represent potential challenges
- d. Challenge book should be built by the CEO

Sub-Section Number:	16
Sub-Section Id:	709597229
Question Shuffling Allowed :	Yes

Question Number : 40 Question Id : 70959716680 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An implication of the utility of open innovation is that:

- a. A company does not need to do any innovation on its own
- b. A company will benefit by looking out for potential partners
- c. A company does not need to bother about intellectual property rights
- d. A company needs to be good at collaboration

Sub-Section Number:	17
Sub-Section Id:	709597230
Question Shuffling Allowed :	Yes

Question Number : 41 Question Id : 70959716681 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

To move from a prototype to incubating the idea in a business context, an innovation _____ plays a key role

- a. Advocate
- b. Officer
- c. Champion
- d. Evangelist

Sub-Section Number: 18
Sub-Section Id: 709597231
Question Shuffling Allowed : Yes

Question Number : 42 Question Id : 70959716682 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

To create an environment where honest failure is tolerated, companies can:

- a. Facilitate the capture and diffusion of stories about past failures
- b. Remove all performance measurement metrics
- c. Give awards to those who tried hard at challenging tasks but failed
- d. Promote those who failed at innovation attempts

Question Number : 43 Question Id : 70959716683 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Platform thinking is applicable

- a. Only in the automobile industry
- b. Only in the aircraft manufacturing industry
- c. In most discrete manufacturing industries
- d. In almost all industries

Sub-Section Number: 19
Sub-Section Id: 709597232
Question Shuffling Allowed : Yes

Question Number : 44 Question Id : 70959716684 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Experiments

- a. Are in important source of learning
- b. Are a waste of organizational resources
- c. Should not be undertaken by growth-oriented companies
- d. Are best avoided by those companies which want to build a safety margin in innovation

Question Number : 45 Question Id : 70959716685 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consider the data for the year 2018 on four product companies working in similar domains given in the table below and answer the questions that follow.

	# of Employees	# of ideas generated	# of prototypes/ PoCs	Sales \$m	Revenue from ideas < 5 years old
Company A	1000	900	10	800	80
Company B	500	50	20	500	150
Company C	300	150	30	400	40
Company D	700	800	50	350	50

Which company is doing the best in terms of idea pipeline?

- a. A
- b. B
- c. C
- d. D

Question Number : 46 Question Id : 70959716686 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consider the data for the year 2018 on four product companies working in similar domains given in the table below and answer the questions that follow.



	# of Employees	# of ideas generated	# of prototypes/ PoCs	Sales \$m	Revenue from ideas < 5 years old
Company A	1000	900	10	800	80
Company B	500	50	20	500	150
Company C	300	150	30	400	40
Company D	700	800	50	350	50

Which company is best at experimenting with new ideas?

- a. A
- b. B
- c. C
- d. D

Question Number : 47 Question Id : 70959716687 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consider the data for the year 2018 on four product companies working in similar domains given in the table below and answer the questions that follow.

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Company C	300	150	30	400	40
Company D	700	800	50	350	50

Which company's innovation is most impactful?

- a. A
- b. B
- c. C
- d. D

Question Number : 48 Question Id : 70959716688 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consider the data for the year 2018 on four product companies working in similar domains given in the table below and answer the questions that follow.

	# of Employees	# of ideas generated	# of prototypes/ PoCs	Sales \$m	Revenue from ideas < 5 years old
Company A	1000	900	10	800	80
Company B	500	50	20	500	150
Company C	300	150	30	400	40
Company D	700	800	50	350	50

At this point of time, Company A's main challenge is to:

- a. Improve the quality of its ideas
- b. Experiment more with the ideas generated
- c. Improve participation in innovation activities of the company
- d. Cut down the number of failed ideas

Question Number : 49 Question Id : 70959716689 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consider the data for the year 2018 on four product companies working in similar domains given in the table below and answer the questions that follow.

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Company B's strength lies in

- a. Participation in Idea generation
- b. Converting ideas into prototypes/proof of concept
- c. Taking ideas all the way to the market
- d. Building a margin of safety

Question Number : 50 Question Id : 70959716690 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Categorize each of the following innovations into primarily: product, process, customer experience and business model (Choose the right options)

A semiconductor company invents a new way of manufacturing Integrated Circuits (ICs)

- a. Product
- b. Process
- c. Customer experience
- d. Business model

Question Number : 51 Question Id : 70959716691 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Categorize each of the following innovations into primarily: product, process, customer experience and business model (Choose the right options)

Airbnb creates an Internet marketplace for house-owners to rent their house and travellers to find a place to rent

- a. Product
- b. Process
- c. Customer experience
- d. Business model

Question Number : 52 Question Id : 70959716692 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Categorize each of the following innovations into primarily: product, process, customer experience and business model (Choose the right options)

A smartphone that can recharge faster than competitors

- a. Product
- b. Process
- c. Customer experience
- d. Business model

Question Number : 53 Question Id : 70959716693 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Categorize each of the following innovations into primarily: product, process, customer experience and business model (Choose the right options)

- A retail store with digital screens to see your look with new clothing without wearing it
 - a. Product
 - b. Process
 - c. Customer experience
 - d. Business model

Question Number : 54 Question Id : 70959716694 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not used as a measure of the impact of innovation?

- a. Revenue
- b. Profit
- c. Valuation
- d. Number of ideas

Sub-Section Number: 20
Sub-Section Id: 709597233
Question Shuffling Allowed : Yes

Question Number : 55 Question Id : 70959716695 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A disruptive innovation is usually ignored by the dominant players because (Choose the right options)

- a. It addresses a different market
- b. Performance of the new market/ service is much inferior to that of the dominant player
- c. Of fear of competition
- d. None of the above

Question Number : 56 Question Id : 70959716696 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sameer has been planning to note down the ideas he gets every day in a diary or on his phone, but he hasn't got around to starting it. Is this primarily:

- a. An elephant problem
- b. A rider problem
- c. Both
- d. Neither

Sub-Section Number: 21
Sub-Section Id: 709597234
Question Shuffling Allowed : Yes

Question Number : 57 Question Id : 70959716697 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

All innovations are inventions

- a. True
- b. False

Question Number : 58 Question Id : 70959716698 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

All inventions are innovations

- a. True
- b. False

Question Number : 59 Question Id : 70959716699 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Some innovations are not inventions

- a. True
- b. False

Question Number : 60 Question Id : 70959716700 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Some inventions are not innovations

- a. True
- b. False

Question Number : 61 Question Id : 70959716701 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Classify the following observations into Pain-Wave-Waste categories:

- a) Amazon, Google and Microsoft offering Artificial Intelligence related services in their technology platforms
- b) Observing your sister getting stressed due to the pressure of competitive exams especially during 11th and 12th grades
- c) Seeing that a person with disability struggling hard to navigate on a crowded street
- d) Conference is over and there are empty plastic bottles all over
- e) Every other day there is a news about Blockchain and cryptocurrency
- f) Electronic waste is becoming a big challenge especially in urban area

- a. a,e-wave b,c-pain d,f-waste
- b. a,c-wave e,f-pain b,d-waste
- c. c,e-wave a,b-pain d,f-waste
- d. a,e-pain b,c-wave d,f-waste

Question Number : 62 Question Id : 70959716702 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the 3-Hat approach of David Packard of reviewing an idea, what is the order of wearing the 3 hats?

- a. Enthusiasm hat, Decision hat, Inquisitor hat
- b. Enthusiasm hat, Inquisitor hat, Decision hat
- c. Inquisitor hat, Enthusiasm hat, Decision hat
- d. Order doesn't matter

Question Number : 63 Question Id : 70959716703 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which two parameters may be better in selecting in idea

- a. Probability of success, cost of implementation
- b. Impact of success, cost of implementation
- c. Probability of success, cost of experimentation
- d. Impact of success, cost of experimentation

Question Number : 64 Question Id : 70959716704 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which is not an important element of a before-and-after storyboard?

- a. People
- b. Thought bubbles
- c. Uniqueness of solution
- d. Finesse of the drawing

Question Number : 65 Question Id : 70959716705 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Imagine a business idea of helping organizations become as carbon neutral as possible by planting new trees and other means. Classify following assumptions into need, technology, production and commercialization.

We will be able to make profit in this business

- a. Need
- b. Technology
- c. Production
- d. Commercialization

Question Number : 66 Question Id : 70959716706 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Imagine a business idea of helping organizations become as carbon neutral as possible by planting new trees and other means. Classify following assumptions into need, technology, production and commercialization.

Many organizations are interested in becoming carbon neutral

- a. Need
- b. Technology
- c. Production
- d. Commercialization

Question Number : 67 Question Id : 70959716707 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Imagine a business idea of helping organizations become as carbon neutral as possible by planting new trees and other means. Classify following assumptions into need, technology, production and commercialization.

We have the resources and know-how on creating solutions for making organizations carbon neutral

- a. Need
- b. Technology
- c. Production
- d. Commercialization

Question Number : 68 Question Id : 70959716708 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Imagine a business idea of helping organizations become as carbon neutral as possible by planting new trees and other means. Classify following assumptions into need, technology, production and commercialization.

We know how to scale this business when the demand increases

- a. Need
- b. Technology
- c. Production
- d. Commercialization

Question Number : 69 Question Id : 70959716709 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When one is thinking of prototyping an idea, one should think about how to build a low-cost working model.

- a. True
- b. False

Question Number : 70 Question Id : 70959716710 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Awards like “Dare to try” which recognize failed innovation projects try to encourage smart failures.

- a. True
- b. False

Sub-Section Number:	22
Sub-Section Id:	709597235
Question Shuffling Allowed :	Yes

Question Number : 71 Question Id : 70959716711 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

For a software developer who has developed a smartphone application, which of the following could be complimentary assets?

- a. An institute giving training on software development
- b. Online app store
- c. A mobile application certification platform
- d. A social network like Facebook

Sub-Section Number:	23
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Sub-Section Id: 709597236
Question Shuffling Allowed : Yes

Question Number : 72 Question Id : 70959716712 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In “Why” part of “Why-What-How” idea pitching framework, idea author articulates:

- a. Why is the idea important
- b. Why is the challenge important
- c. Why is this the right time
- d. Why is (s)he the right person to develop this idea

Sub-Section Number: 24
Sub-Section Id: 709597237
Question Shuffling Allowed : Yes

Question Number : 73 Question Id : 70959716713 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In “curiosity before content” principle in idea presentation template, what content could it refer to?

- a. Target customer
- b. Top features
- c. Demo
- d. Pricing

Question Number : 74 Question Id : 70959716714 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A demo of your idea typically communicates

- a. How the product / service at least partially works
- b. The pricing strategy
- c. What kind of skills the team has in building the product / service
- d. Who your customer is

Question Number : 75 Question Id : 70959716715 Question Type : MSQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following makes an idea concrete?

- a. Example
- b. Prototype
- c. Use-case story
- d. Mathematical equation