

1. Which of the following C's from Chakku's Collaborative Model for Innovation means 'an understanding of the user and the scenario'?
 - a. Comprehension
 - b. Conception
 - c. Check
 - d. Context [X]
2. The Hero cycle example shown in the lecture 'Collaborative Innovation Methods' is an excellent example of which of the following?
 - a. Wrong manufacturing process being used
 - b. SAPLAP Analysis [X]
 - c. Rapid prototyping leading to innovation
 - d. Rejecting existing patents and making new designs as per context
3. Why was the first stainless steel post box design NOT recognised by the villagers?
 - a. Because it lacked a rounded top [X]
 - b. Because the colour of the post box was not red[X]
 - c. Because the font, lettering and the logo of the Indian Postal service was different
 - d. Because the material finish was very much disliked by the users
4. Among the following, what is the main idea behind the module 'Collaborative Innovation Methods' as discussed by professor B. K. Chakravarthy?
 - a. To develop and create innovative products
 - b. To develop a collaborative model of design
 - c. To develop a collaborative model that will enable organizations to generate innovative product ideas [X]
 - d. To develop a method for organisation have a team building exercise through design activities
5. Which of the following options is NOT a part of Chakku's 7 C's of innovation?
 - a. Arriving at design insights
 - b. Connecting with the user
 - c. Marketing the product [X]
 - d. Understanding the context of the user
6. Which of the following case studies borrows the innovation process from the car manufacturing industry?
 - a. Godrej lock
 - b. Hero Cycle [X]
 - c. Collapsible bottle
 - d. Dual chamber bottle
7. Which amongst the following is the final pitfall in the course of a product innovation?
 - a. Research to design

- b. Prototype to mass communication
 - c. Pilot to mass production [X]
 - d. Design to prototype
8. According to professor B. K. Chakravarthy, why did Hero Cycles want to produce low cost cycles?
- a. Because they were bankrupt
 - b. Because they were facing competition from foreign countries [X]
 - c. Because they wanted their cycles to function well
 - d. Because they wanted to sell their cycles to foreign countries
9. As discussed in the lecture 'Collaborative Innovation Methods', which of the following ideas inspired the design of the dual chambered bottle?
- a. The analogy of the camera [X]
 - b. The idea of a cylindrical pipe
 - c. The idea of an ointment tube [X]
 - d. The idea of a traditional soda bottle [X]
10. Why was the junction between the handle and the body of the Hero Cycle proposed by professor B. K. Charavarthy made longer?
- a. To provide strength to the junction [X]
 - b. To provide good comfort to the rider
 - c. To generate extra torque while turning
 - d. To make the cycle heavier