

MENG311 - Listening Comprehension

“Innovation in Business”

I - Answer True or False based on the information in the passage:

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| 1. | This podcast focuses on some of the downsides of innovation. | True | False |
| 2. | If they do not innovate, businesses will not survive. | True | False |
| 3. | There are three main types of innovation. | True | False |
| 4. | Incremental innovation involves a series of small changes. | True | False |
| 5. | Disruptive innovation involves introducing a change that has an impact on the existing market. | True | False |
| 6. | Architectural innovation relates to the complete restructuring of the market. | True | False |
| 7. | Dyson’s move from vacuum cleaners to hairdryers is an example of radical innovation. | True | False |
| 8. | Radical innovation can lead to the death of existing markets. | True | False |
| 9. | The speaker suggests that you test your idea before you try to get support for it. | True | False |
| 10. | The evaluation stage is when you think about exactly how to implement your ideas. | True | False |

II - Write a number (1-5) to place in order the stages of innovation.

_____ Get support for your idea

_____ Implement your idea

_____ Generate an idea and create a plan or proposal

_____ Experiment and test your idea

_____ Evaluate your idea and adapt it if necessary