

Quiz #8

Due Mar 19 at 11:59pm

Points 10

Questions 5

Available Mar 6 at 12am - Mar 19 at 11:59pm

Time Limit 30 Minutes

Allowed Attempts 2

Instructions

As a reminder:

- These quizzes are open book/note, but **NOT** "open neighbor!"
- You will have two chances to take the quiz but please note that the scores will be averaged to calculate your final grade.
- Canvas will randomly sort the answers to the questions so you may have the answer "all of the above" listed out of sequence. In these cases, the answer simply refers to all of the other answers.
- Please make sure you read the material before you take the quiz as it will speed up your ability to answer the questions in the allotted time (will usually be 30 mins for each quiz unless indicated otherwise in the quiz instructions).

The quiz this week will cover the reading materials:

- Innovator's Dilemma (Intro & Cha 1)
- What is Disruptive Innovation?

Take the Quiz Again

Attempt History

	Attempt	Time	Score
LATEST	<u>Attempt 1</u>	30 minutes	10 out of 10

⚠️ Correct answers will be available on Mar 20 at 12am.

Score for this attempt: **10** out of 10

Submitted Mar 6 at 1:44pm

This attempt took 30 minutes.

Question 1

2 / 2 pts

According to our readings, disruptive innovations are most likely to emerge in which of the following market contexts?

- ☐ All of these answers
- ☐ Mainstream markets
- ☒ Low end markets
- ☒ New market footholds

Question 2

2 / 2 pts

The paradox of the Disruptive Innovation framework holds that which of the following types of companies are most susceptible to the threats of disruptive innovation?

- ☒ Well-managed, profitable companies
- ☐ Poorly-managed, unprofitable companies
- ☐ Low-growth, profitable businesses
- ☐ High-growth, unprofitable businesses

Question 3

2 / 2 pts

According to our reading, which of the following groups ultimately control the flow of resources within a firm?

- ☐ Managers

☐ All of these answers☒ Customers☒ Investors**Question 4****2 / 2 pts**

Good management practices in well-established firms tend to lead managers to invest in which of the following types of innovations?

☐ None of these answers☐ Radical Innovations☒ Sustaining innovations☐ Disruptive Innovations**Question 5****2 / 2 pts**

According to our reading, disruptors often build business models which are almost identical to the business models of incumbents, but at a much lower costs based on utilizing the new technology.

☐ True☒ False**Quiz Score: 10** out of 10