

UBC

Account

Dashboard

Courses

Calendar

Inbox

Commons

Help

←

≡

APSC 450 201 > Quizzes > Week 13 Quiz

2019W2

Home

Announcements

Modules

Quizzes

Grades

Course Evaluation

Library Online

Course Reserves

Media Gallery

Week 13 Quiz

Due 4 Apr at 23:59

Points 10

Questions 10

Available 29 Mar at 0:00 - 4 Apr at 23:59 7 days

Time limit 60 Minutes

This quiz was locked 4 Apr at 23:59.

Attempt history

	Attempt	Time	Score
LATEST	Attempt 1	19 minutes	7 out of 10

Score for this quiz: 7 out of 10

Submitted 5 Apr at 12:39

This attempt took 19 minutes.

Question 1

1 / 1 pts

John Steen recounted the story of Tioxide, a company that was under pressure to reduce environmental pollution during their production of TiO₂. According to John, why has the company struggled in recent years?

a. Tioxide spent too much time and resources in lobbying government environmental regulators, while the rest of the world innovated and out-paced them.

b. Tioxide doubled down and refurbished their existing technologies, hoping to improve inefficiencies and reduce pollution that way.

c. Tioxide was sold to a larger conglomerate company which changed its focus from production of TiO2 to nickel-impregnated porous media, a market it did not have existing expertise.

d. Tioxide chose to make incremental improvements to their process, rather than innovate new processes.

Correct!

Question 2

1 / 1 pts

When a project runs over-budget or over-schedule, the project managers may be fired from their positions. Why would this create concerns for the innovation cycle?

a. With some of the highest salaries, managers are quite expensive to fire, and their severance pay can put the project further over-budget.

b. The lessons learned from previous failures are not communicated to the next leaders, and mistakes could be repeated.

c. Companies, and especially public works projects, often get very negative media coverage for admitting wrongdoing when firing a manager, and lose public support.

d. Following their termination, former project managers may be resentful and work against the project's public image.

Correct!

Question 3

0 / 1 pts

Greg is the leader of Cactup, a software tech startup in Burnaby. Their company is involved with interior design of wealthy Vancouverites' houses, and their newest software helps determine exactly the species of cactus which should be selected to compliment a room's colours, textures, and furniture elements. Being a cut-throat industry, Greg runs a quarterly survey amongst his two dozen employees. One of the questions states "*when we have a new idea, how good are we at beginning to incorporate that idea into our business practices?*". Which of the stages of the Innovation Value Chain is Greg addressing with this question?

a. Idea generation.

b. Conversion.

c. Diffusion.

d. Both Idea Generation and Conversion.

Correct answer

You Answered

Question 4

1 / 1 pts

Megaprojects are those defined as having a budget greater than \$1 billion USD. These massive scale projects present different types of opportunities and challenges from small-scale projects. When innovating in a megaproject, what added challenge is introduced?

a. Careful coordination between the various companies involved in the megaproject to ensure other companies' plans are not affected.

b. Securing additional budget for your company's innovations when there are so many other competing organizations.

c. Finding the time to pitch your innovation to the time-constrained client.

d. In such large projects, innovations are rarely required, since the budget has been approved to go ahead regardless of small improvements in the process.

Correct!

Question 5

1 / 1 pts

During the construction of London's Paddington Tunnel to bring train service to the Heathrow airport, the tunnel collapsed. Usually this would results in years' delays when lawyers get involved to assign blame. What about the way this project was setup allowed it to remain fairly on schedule?

a. Because of the strategic importance to the country, the UK government quickly based a bill that the project teams must resume work within 60 days or would be removed from the contract.

b. Because the project was already so far behind schedule, the client couldn't risk further delays and so quickly agreed to an immense pay-out to avoid further litigations.

c. A risk-sharing agreement meant that instead of each party trying to assign blame, they were all at risk of losing profits, so top engineers from all companies got together to promptly create a solution and the project finished on time and on-budget.

d. Both a. and b.

Correct!

Question 6

1 / 1 pts

Vanessa works for Wildlifebridge Inc., which builds overpasses to allow wild animals to cross over busy highways without becoming lunch for semi-trailers. Vanessa's current job involves an overpass near Revelstoke has been overbudget and there's pressure from the client to 'just get it done'. Vanessa is working on the earthworks to support the two sides of the bridge, and she submits her preliminary draft to her boss. Although she intended to make revisions to this first draft, her boss tells her it's 'good enough' and that he's submitting it to the client. Vanessa doesn't believe the design is adequate, but her boss is the expert and it's on him. Which of Claudio Arato's 'deCoded' Engineering Code of Ethics applies?

a. Respect your value.

b. Lifelong learning.

c. Know your limits.

d. Stand your ground.

Correct!

Question 7

0 / 1 pts

During a project, there are four windows of opportunity for innovation. The final stage, Exchanging, is usually under the most time-constraints for innovations because the client often wants things wrapped up to avoid further costs.

True

False

You Answered

Correct answer

Question 8

1 / 1 pts

According to John Steen, the "Idea Generation" is the most difficult stage of the Innovation Value Chain.

True

False

Correct!

Question 9

1 / 1 pts

Which of the following will you remember to do:

i: Fill out the course evaluation survey.

ii: Ensure that your laptop is fully charged and you have a stable internet connection when you take the final exam on April 16th and 8:30 am.

[Hint: You of course welcome to have your opinion, but Canvas allows only one correct answer for Multiple Choice, so to get the mark for this question please select "d" ;-)]

a. Neither, because I don't know what's good for me.

b. Only i. because I get a rush out of not knowing if my internet connection will let me submit my exam with 10 seconds to go.

c. Only ii. because I hate the TAs and instructor and don't want them to improve this stinking course one bit.

d. Both i. and ii. because I know what's good for me.

Correct!

Question 10

0 / 1 pts

All for-profit firms are in the business of making money. And every employee has a role within their company to work towards achieving this goal. What is an engineer's role (according to Claudio Arato)?

a. To inspire brainstorming of innovations.

b. To balance business and technology.

c. To evaluate innovations from non-technical people to limit out the terrible ideas.

d. All of the above.

Correct answer

You Answered

Quiz score: 7 out of 10

◀ Previous

Next ▶

Submission details:

Time:	19 minutes
Current score:	7 out of 10
Kept score:	7 out of 10