Elkington introduced the sustainability concept as "triple bottom line". What are the three important dimensions (3P’s) of sustainability?

 People, Planet and Profit

 People, Profit and Product

 Process, People and Product

 Profit, People and Process

***1 point***

The first step of innovation management is:

 Selection of Ideas

 Collection of Ideas

 Experimentation with Ideas

 Developing business model

***1 point***

Innovation can face challenges at both individual and organizational levels. What among the following is a challenge of innovation at individual level?

 Lack of collaboration

 No innovation strategy

 Fear of failure

 Lack of diversity

***1 point***

Which one of the following is a key process in an innovation programme?

 Payroll Management

 Buzz Creation

 Procurement

 After Sale Services

***1 point***

Who is not involved in the selection of ideas in idea management?

 Internal Experts

 External Experts

 Mix of Internal and External Experts

 Basic raw material supplier

***1 point***

"A traffic police chief driving himself in the city to understand the problems faced by commuters". It is an example of which source of a challenge book:

 Feel the pain source

 Sense the wave source

 See the waste source

 None of the above

***1 point***

When the solution to a problem can be deduced by applying established rules and logical reasoning, it is called \_\_\_\_\_\_\_.

 Convergent Thinking

 Divergent Thinking

 Both a and b

 None of the above

***1 point***

Ashok is planning to design a new bed that he can sell to hospitals to be used by their patients. However, Ashok is not considering people with disabilities or older people while designing the product. According to the design thinking process, Ashok will face problems because he is missing \_\_\_\_\_.

 Creativity

 Empathy

 Practicality

 Imagination

***1 point***

The managing director of a leading IT firm lives 35 km away from her office and drives a car that gives a mileage of 5km/L. Considering financial and environmental reasons she wanted to use less fuel during her commute and hence have asked her employees for suggestions.

• Employee X Suggested the two best replacement vehicles for her car.

• Employee Y gave suggestions to reduce fuel consumption such as moving closer to work, telecommuting, walking, carpooling, or taking public transportation.  
  
Which of the employees is approaching the problem with divergent thinking?

 Employee X

 Employee Y

 Both of them

 Neither of them

***1 point***

The electric vehicle(EV) revolution is fast approaching. From 1.4 percent of global sales in 2017, EV made up 8.6 percent in 2021, roughly a sixfold increase in just four years. An innovator is thinking of using this opportunity for innovation. It is an example of \_\_\_\_\_.

 Feel the pain

 Sense the wave

 See the waste

 None of the above