Who is an idea Champion?

 The one who defeats elephant of ideas

 The rider who shapes the path for elephant

 The one who opens new channels for idea to move forward

 All the above

***1 point***

In organizational context, important elements of participative innovation are

 Community of Practice

 Hierarchy level

 Political atmosphere

 None of the above

***1 point***

Why low-cost experimentation is important in innovation?

        To avoid high cost of failure

        Cost competitive edge in the market

        To make an impact of the innovation

        To remain motivated for doing future experiments

 (i) and (iv)

 (ii) and (iii)

 (i) (ii) and (iii)

 All the above

***1 point***

According to G-D logic, a firm’s production process creates value for customers by

 Research and Development of a product

 Sale and service of a product

 Manufacturing and Delivery of a product

 All the above

***1 point***

The 3’c \_\_\_\_\_\_\_, \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_ are the main components for making an Idea sticky

 Commercialization, Concrete and Curiosity

 Curiosity, Concrete and Credibility

 Concrete, Creative and Curiosity

 Commercialization, Creative and Credibility

***1 point***

Which of the following is correct?

 Incubators located in Educational Institute is called as Technology Business Incubators

 Plant within Plant is also a category of incubators

 Basic purpose of incubator is to enhance survival rate of  start-ups

***1 point***

Innovation is defined as:

 The commercialization of a new product or process

 The invention of a new product or process

 A new product or process idea

 The implementation of a new production method

***1 point***

In S-D logic, value is co-created by service provider and customer by

 Reciprocal and mutually beneficial relationship

 Direct and customer beneficial relationship

 Direct and service provider beneficial relationship

 All the above

***1 point***

What is the central purpose for any economic exchange?

 Creation of Value

 Flow of knowledge

 To allocate resources

 None of the above

***1 point***

Components of a sticky idea are

      Idea should be able to present end to end solution

      Idea should have an element of curiosity

      Past credibility of idea champion

      Idea should be multifaceted

 (i)

 (i) and (ii)

 (i), (ii) and (iii)

 (i), (ii) (iii) and (iv)