Which of the following is not an example of sustainable innovation?

 Airborne windmill producing fifty percent more energy.

 A grass cutting machine using coal for energy.

 Cardboard packaging including directions for turning it into something new.

 Film farming: tactfully curbing the issues of water scarcity and soil pollution.

***1 point***

Gary Klein in his book – “Seeing what others don't” mentioned 5 triggers:  Contradictions, Connections, Coincidences, Curiosity & Creative desperation. These triggers are commonly known as 5Cs of:

 Marketing

 Insights

 Business

 Entrepreneurship

***1 point***

Shantikunj Ashram, Haridwar, initiated and is persistently maintaining River Narmada cleanliness drive named “Narmada ji ka Safai Abhiyan”. It is an example of:

 Societal development with reference to sustainability

 Societal development with reference to monetary benefits

 Corporate social responsibility

 None of the above

***1 point***

“The process whereby new and improved products, processes, materials, and services are developed and transferred to a new plant or market where they are appropriate” is the definition of \_\_\_\_\_\_\_\_\_\_\_ given by Robenstein.

 Marketing

 Financial Management

 Innovation

 Entrepreneurship

***1 point***

Which of the following is not the correct association of a product and process with usage and problem?

 No innovation - Old Product/Process, Old Usage/Problem

 Old product/process used in a new way - Old Product/Process, New Usage/Problem

 Process just-in-time - Old Product/Process, New Usage/Problem

***1 point***

New medication process which is just in time will fall under which category of Product/Process – Usage/Problem matrix?

 Category 1 (New Product/Process – Old Usage/Problem)

 Category 2 (Old Product/Process – Old Usage/Problem)

 Category 3 (New Product/Process – New Usage/Problem)

 Category 4 (Old Product/Process – New Usage/Problem)

***1 point***

The limits of investment in plant and machinery, for a micro-organization is \_\_\_\_.

 Rs 10 lakh rupees 1 million

 Rs 25 lakh or 2.5 million

 Rs 5 crore or 50 million

 Rs 50 crore or 500 million

***1 point***

ASPIRE is launched by MSME with an objective to\_\_\_\_\_\_.

 To promote MSME by setting up incubation centers, technology centers to accelerate startups

 To setup a network of technology giving exemption in GST to village industries

 To setup training institutes to accelerate entrepreneurship in rural areas

 None of the above

***1 point***

Sustainable development requires balanced integration of its three important dimensions. Which among the following is not a dimension of sustainability?

 Economic Dimension

 Logistic Dimension

 Social Dimension

 Environmental Dimension

***1 point***

What are the benefits of innovations resulting from economic initiatives?

 Reduced expenses

 Productivity gains through modernization of production tools

 Ability to meet growing demand for eco-responsible and personalized products

 All of the above