



**WEEK 8: ASSIGNMENT 8**

1. Name the organization that introduced the portable digital music player called Carvaan.
  - a. Bose
  - b. Sony
  - c. Saregama
  - d. T-Series
2. Which of the following statements are true about Carvaan?
  - a. It is a portable digital music player that has the appearance and feel of a vintage transistor radio but performs modern music player functions.
  - b. The majority of customers buy a Carvaan unit in order to access the 5000 tracks that were handpicked after thorough research.
  - c. Carvaan consistently conveys through its campaigns the importance of entertainment in the lives of the elderly and emphasizes the profound impact music can have on their ability to navigate through challenging circumstances.
  - d. It does not contain any pre-loaded songs and hence require internet connection to work properly.
3. Which organization is a global online marketplace that connects travelers with hosts who offer lodging and accommodations for short-term stays?
  - a. Airbnb
  - b. Marriot Hotel
  - c. Taj Hotel
  - d. Tripadvisor
4. The innovation value chain view presents innovation as a sequential, three-phase process. These are
  - a. Budget Allocation, Risk Assessment, and Patent Filing
  - b. Idea Generation, Idea Development and Diffusion of developed concepts
  - c. Idea Development, Risk Assessment and Idea Deployment
  - d. Brainstorming, Marketing Strategy, and Brand Building
5. Which of the following statements are true, after the introduction of EVMs (Electronic Voting Machine) in India?
  - a. Significant decline in electoral fraud
  - b. Strengthening the weaker and vulnerable sections of society, and
  - c. More competitive electoral process.
  - d. More dependence on internet for enabling the EVMs.

6. \_\_\_\_\_ is a public service, non-profit organization seeking to provide solutions, services, and security to millions of India's rural migrant workers.
- a. UIDAI Aadhar
  - b. Aajevika Bureau
  - c. NITI Aayog
  - d. Oxfam India
7. Which company is known for creating financial software programs like Quicken and QuickBooks?
- a. Intuit
  - b. Xero
  - c. Oracle
  - d. Zoho
8. Who devised the innovation value chain, a framework to understanding the unique deficiencies in companies' innovation systems?
- a. Clayton Christensen and Micheal Porter
  - b. Morten T. Hansen and Julian Birkinshaw
  - c. Gary Hamel and C.K. Prahalad
  - d. Robert Kaplan and David Norton
9. Selection and development are part of which stage of the Innovation Value Chain?
- a. Idea Generation
  - b. Brainstorming
  - c. Risk Assessment
  - d. Idea Development
10. In the Innovation Value Chain, which of the following are part of the Idea Generation stage?
- a. In-House (Creation within a unit)
  - b. Cross Pollination (Collaboration across units)
  - c. Spread (Dissemination across the organization)
  - d. Selection (Screening and initial funding)
  - e. External (Collaboration with parties outside the firm)

### **ANSWERS**

1. C
2. A, B & C
3. A
4. B
5. A, B & C
6. B
7. A
8. B
9. D
10. A, B & E

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