



WEEK 10: ASSIGNMENT 10

1. Which of the following is a source of innovation outside a company?
 - a. Process Needs
 - b. Unexpected occurrences
 - c. Incongruities
 - d. Changes in perception**

2. Which company introduced the Post-it Note?
 - a. Faber-Castell
 - b. 3M**
 - c. Procter & Gamble
 - d. Camlin (Kokuyo Camlin)

3. According to the Innovation Landscape Map, which type of innovation requires a new business model but leverages existing technical competences?
 - a. Routine Innovation
 - b. Radical Innovation
 - c. Disruptive Innovation**
 - d. Architectural Innovation

4. Which of the following best describes Routine Innovation in the Innovation Landscape Map?
 - a. It involves leveraging existing technical competences while requiring a new business model.
 - b. It requires both new technical competences and a new business model.
 - c. It leverages existing technical competences and an existing business model.**
 - d. It requires new technical competences but retains an existing business model.

5. According to Drucker, effective innovations should be:
 - a. Complex and multi-functional
 - b. Simple and focused**
 - c. Costly and resource-intensive
 - d. Based purely on technology

6. Why do knowledge-based innovations often take a long time to materialize?
 - a. They require multiple strands of knowledge to converge**
 - b. They face resistance from policymakers and regulators
 - c. They are not supported by venture capital investments
 - d. They depend on market changes to gain acceptance

7. The digital payments revolution in India, spurred by demonetization, is an example of which source of innovation?

- a. Incongruities
 - b. Industry and market changes
 - c. Process need
 - d. Changes in perception
8. What are the key costs consumers face when adopting a new product, as identified in the lecture?
- a. Learning costs, transaction costs, and obsolescence costs
 - b. Manufacturing costs, distribution costs, and sales costs
 - c. Promotion costs, advertising costs, and consumer education costs
 - d. Development costs, research costs, and marketing costs
9. What is one major factor often overlooked by businesses when consumers resist innovation?
- a. Low product quality
 - b. High advertising costs
 - c. Psychological costs associated with change
 - d. Lack of availability in rural markets
10. Which key questions should a robust innovation strategy address?
- a. How will innovation create value for customers?
 - b. How will the company capture a share of the value its innovators generate?
 - c. What types of innovations will allow the company to create and capture value, and what resources should each type receive?
 - d. All of the above

ANSWERS

- 1. D
- 2. B
- 3. C
- 4. C
- 5. B
- 6. A
- 7. B
- 8. A
- 9. C
- 10. D

END

