



NPTEL Online Certification Course

Indian Institute of Technology Roorkee

Course Name: Innovation in Marketing and Marketing of Innovation

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WEEK 9: ASSIGNMENT 9

1. Duct tape, Warfarin, and Teflon are all examples of Marketing of Innovation in the form of _____.
 - a. New Product
 - b. New Usage
 - c. New Service
 - d. New Perspective
2. Which of the following is an example of marketing of innovation through new perspective?
 - a. Dove challenged traditional beauty standards by promoting real women with diverse body shapes and skin types, encouraging self-acceptance and self-esteem.
 - b. Spotify disrupted the music industry by offering a vast library of songs that users can stream for free or with premium subscriptions, making music more accessible and convenient.
 - c. Teflon was repurposed and became most famous as a non-stick coating for cookware, such as frying pans and baking sheets.
 - d. The peer-to-peer lodging platform offered by Airbnb enables individuals to rent out their houses or other properties to tourists, providing distinctive and affordable accommodations all over the world.
3. Which of the following statements best describes Mitticool clay refrigerators?
 - a. A natural clay-based cooling device that preserves food without electricity.
 - b. A traditional wooden storage unit is used to keep grains fresh.
 - c. A solar-powered refrigerator designed for remote villages
 - d. A modern electric refrigerator with eco-friendly features.
4. What was the key design element in Sylvan Goldman's first shopping cart?
 - a. A wooden crate on four wheels
 - b. A wire mesh frame with built-in compartments
 - c. A conveyor belt attached to a rolling cart
 - d. A folding chair frame with a basket attached
5. Which of the following elements is a part of the GE formula for successful marketing of innovations?
 - a. Go to new places
 - b. Focus only on existing markets
 - c. Incubate new businesses and models.

- d. Invite others in.
6. A study by Griffin et al. on marketing's role in innovation in business-to-business firms identified four themes that require special attention from the business world and academic field. These are:
- a. Improving customer needs understanding and customer involvement in developing new products.
 - b. Innovating beyond the lab
 - c. Reducing dependency on market research for innovation
 - d. Disseminating and implementing academic research in firms
 - e. Marketing's overall role in innovation
7. What is the key idea behind Perpetual-Motion Marketing, as described by Beth Comstock?
- a. A marketing strategy that continuously connects offerings to markets and fuels innovation.
 - b. A one-time marketing push that creates a long-lasting impact.
 - c. A focus on traditional advertising rather than innovation-driven marketing.
 - d. A marketing approach that avoids market feedback and focuses solely on internal product development.
8. Which Dabur-owned fruit juice brand successfully tackled initial consumer taste perception challenges by emphasizing natural ingredients and health benefits to establish itself in the Indian market?
- a. Tropicana
 - b. Paper Boat
 - c. Real Juice
 - d. Minute Maid
9. Who stated in their book on Design Thinking that "Design contains the skills to identify possible futures, invent exciting products, build bridges to customers, crack wicked problems, and more. The fact is, if you want to innovate, you gotta design"?
- a. Tim Brown
 - b. Beth Comstock
 - c. Thomas Lockwood
 - d. David Kelly
10. _____ is an innovative online pharmacy and healthcare platform that has transformed the way people access medications and healthcare products in India and is an example of marketing of innovation through new services.
- a. Netmeds
 - b. Spotify

- c. Airbnb
- d. Dove

ANSWERS

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

END