



WEEK 12: ASSIGNMENT 12

- 1. Which marketing slogan helped Taco Bell redefine its brand identity?**
 - a. Eat Fresh
 - b. Yo Quiero Taco Bell
 - c. Live Más
 - d. Have It Your Way

- 2. Sustaining innovation focuses on:**
 - a. Creating entirely new markets
 - b. Disrupting existing industries with new technology
 - c. Improving existing products to generate higher profits to its best customers
 - d. Reducing the performance of a product to target a lower-end market

- 3. What characterizes low-end disruption?**
 - a. A company uses a low-cost business model to enter at the bottom of an existing market and claim a segment
 - b. A company creates an entirely new market segment
 - c. A business improves an existing product to increase its price
 - d. A company acquires its competitors to remove competition

- 4. Which of the following statements about Lean Startup thinking is NOT correct?**
 - a. The approach helps startups identify a market that wants a new product and a scalable, profitable business model.
 - b. If one market and model don't work, startups continue experimenting with new ones.
 - c. Lean Startup thinking suggests that once a business model is chosen, it should not be changed.
 - d. The method is used by startups to bring new technology or products to market.

- 5. What is the main idea behind The Third Way innovation approach?**
 - a. Developing a completely new product that disrupts the market
 - b. Creating complementary innovations around a central product
 - c. Reducing innovation efforts to focus only on the core product
 - d. Eliminating competition by patenting all products

- 6. How does The Third Way help companies grow?**
- a. By focusing only on improving a single product without complements
 - b. By avoiding product innovation and relying on traditional methods
 - c. By launching entirely unrelated products in different industries
 - d. By delivering explosive growth without the high cost and risk of radical disruption
- 7. Which of the following is NOT a characteristic of the "Integrator" approach to innovation?**
- a. Managing all steps from idea to profit
 - b. High investment requirements
 - c. Complete reliance on third-party manufacturers
 - d. Requires strong cross-functional collaboration
- 8. In the "Orchestrator" approach to innovation, companies:**
- a. Control all steps of the innovation process
 - b. License their innovation to other companies
 - c. Focus on some steps and partner with others for the rest
 - d. Only invest in branding and marketing
- 9. Which of the following are key factors in measuring a company's commercialization capability?**
- a. Number of Employees
 - b. Time to Market
 - c. Range of Markets
 - d. Number of Products
 - e. Breadth of Technologies/Innovation
 - f. Advertising Budget
- 10. Which of the following actions help high-performing companies strengthen their commercialization capability?**
- a. Making commercialization capability a top-management priority
 - b. Ignoring market feedback and focusing only on creativity
 - c. Setting goals to focus efforts and develop skills
 - d. Getting managers directly involved in the commercialization process to speed up actions and decisions
 - e. Reducing investment in commercialization to minimize risk
 - f. Delaying decision-making to ensure all possible options are explored

ANSWERS

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

END