

# National Testing Agency

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## Managing Innovation

<b>Group Number :</b>	1
<b>Group Id :</b>	899514112
<b>Group Maximum Duration :</b>	0
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<b>Show Attended Group? :</b>	No
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<b>Group Marks :</b>	100
<b>Is this Group for Examiner? :</b>	No

## Managing Innovation-1

<b>Section Id :</b>	899514142
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	35
<b>Number of Questions to be attempted :</b>	35

<b>Section Marks :</b>	43
<b>Mark As Answered Required? :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	899514175
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 8995149798 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**  
**Correct Marks : 1 Wrong Marks : 0**

Which of the following is not necessarily a characteristic of an innovation?

1. A Challenge
2. Novelty
3. Patentability
4. Benefit

**Options :**

89951438498. 1  
89951438499. 2  
89951438500. 3  
89951438501. 4

**Question Number : 2 Question Id : 8995149799 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**  
**Correct Marks : 1 Wrong Marks : 0**

In “What” part of “Why-What-How” idea pitching framework, idea author articulates:

1. What is the name of the offering?
2. What are the names of the customers?
3. What are the key characteristics of the offering?
4. What is the pricing of the offering?

**Options :**

89951438502. 1  
89951438503. 2  
89951438504. 3  
89951438505. 4

**Question Number : 3 Question Id : 8995149800 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Sheela has been keeping a diary of ideas for the past several months. However, she hasn't taken any action to take any of the idea forward. It could be:

1. An elephant problem as Sheela may be afraid of failing
2. A rider problem as Sheela may not know where to start
3. Options 1 & 2
4. Option 2

**Options :**

89951438506. 1  
89951438507. 2  
89951438508. 3  
89951438509. 4

**Question Number : 4 Question Id : 8995149801 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

To check whether an organization has a culture of innovation, sometimes it is asked, "Do janitors in the organization give ideas?" Janitor-test as it is sometimes called could be an important indicator of organization culture because

1. Sorry, janitor-test is an absurd test, janitors don't innovate
2. It tests whether everybody in the organization is considered a creative individual
3. It tests whether small ideas are valued because majority of the people including janitors are likely to give small ideas
4. Options 2 & 3

**Options :**

89951438510. 1  
89951438511. 2  
89951438512. 3  
89951438513. 4

**Question Number : 5 Question Id : 8995149802 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Managers are typically reluctant to publicize their topmost challenge because

1. They feel people may not like their challenge
2. They feel nobody cares about their challenge
3. They feel challenges should always be kept secret
4. They feel vulnerable about creating a perception that they can't solve their challenges

**Options :**

- 89951438514. 1
- 89951438515. 2
- 89951438516. 3
- 89951438517. 4

**Question Number : 6 Question Id : 8995149803 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A school teacher notes down in her diary that every year her class contains a few students who carry extreme phobia for mathematics. This observation captures a challenge that can be categorized as

1. Feel the pain
2. Sense the wave
3. See the waste
4. None of the above

**Options :**

- 89951438518. 1
- 89951438519. 2
- 89951438520. 3
- 89951438521. 4

**Question Number : 7 Question Id : 8995149804 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Co-innovation is typically a challenging journey because

1. It demands high degree of trust between two organizations co-innovating together which is difficult to happen
2. It involves sharing credits and benefits associated with the idea in amicable fashion which is difficult
3. Options 1 & 2
4. None of the above

**Options :**

89951438522. 1

89951438523. 2

89951438524. 3

89951438525. 4

**Question Number : 8 Question Id : 8995149805 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

An idea management system is intended to

1. Generate ideas as a substitute to human ingenuity
2. Help diverse stakeholders share their ideas with the organization
3. Help top management control the organization
4. None of the above

**Options :**

89951438526. 1

89951438527. 2

89951438528. 3

89951438529. 4

**Question Number : 9 Question Id : 8995149806 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

In an organization,

1. Only large impact ideas matter
2. Only incremental ideas matter
3. A structured system to consider Incremental ideas builds creative confidence
4. Ideas don't matter because imitation is easier

**Options :**

89951438530. 1

89951438531. 2

89951438532. 3

89951438533. 4

**Question Number : 10 Question Id : 8995149807 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Idea management systems are relevant to

1. Only large manufacturing companies
2. Only manufacturing companies
3. Only services companies
4. None of the above

**Options :**

89951438534. 1

89951438535. 2

89951438536. 3

89951438537. 4

**Question Number : 11 Question Id : 8995149808 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which of the following is true in the context of building a challenge book?

1. Every customer complaint is a challenge to be included
2. Every challenge should be based on next generation technology
3. Pain points of customers represent potential challenges
4. Challenge book should be built by the CEO

**Options :**

- 89951438538. 1
- 89951438539. 2
- 89951438540. 3
- 89951438541. 4

**Question Number : 12 Question Id : 8995149809 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

An implication of the utility of open innovation is that:

- 1. A company will benefit by looking out for potential partners
- 2. A company needs to be good at collaboration
- 3. Options 1 & 2
- 4. Only option 2

**Options :**

- 89951438542. 1
- 89951438543. 2
- 89951438544. 3
- 89951438545. 4

**Question Number : 13 Question Id : 8995149810 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

To move from a prototype to incubating the idea in a business context, an innovation \_\_\_\_\_

- 1. Advocate
- 2. Officer
- 3. Champion
- 4. Evangelist

**Options :**

- 89951438546. 1
- 89951438547. 2
- 89951438548. 3
- 89951438549. 4

**Question Number : 14 Question Id : 8995149811 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

Experiments

1. Are in important source of learning
2. Are a waste of organizational resources
3. Should not be undertaken by growth-oriented companies
4. Are best avoided by those companies which want to build a safety margin in innovation

**Options :**

89951438550. 1

89951438551. 2

89951438552. 3

89951438553. 4

**Sub-Section Number :**

2

**Sub-Section Id :**

899514176

**Question Shuffling Allowed :**

Yes

**Question Id : 8995149812 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No**

**Question Numbers : (15 to 19)**

**Question Label : Comprehension**



Consider the data for the year 2018 on four product companies working in similar domains given in the table below and answer the 5 questions that follow.

	# of Employees	# of ideas generated	# of prototypes/ PoCs	Sales \$m	Revenue from ideas < 5 years old
Company A	1000	900	10	800	80
Company B	500	50	20	500	150
Company C	300	150	30	400	40
Company D	700	800	50	350	50

#### Sub questions

Question Number : 15 Question Id : 8995149813 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which company is doing the best in terms of idea pipeline?

1. A
2. B
3. C
4. D

Options :

89951438554. 1  
89951438555. 2  
89951438556. 3  
89951438557. 4

Question Number : 16 Question Id : 8995149814 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

**Which company is best at experimenting with new ideas?**

1. A
2. B
3. C
4. D

**Options :**

89951438558. 1

89951438559. 2

89951438560. 3

89951438561. 4

**Question Number : 17 Question Id : 8995149815 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which company's innovation is most impactful?**

1. A
2. B
3. C
4. D

**Options :**

89951438562. 1

89951438563. 2

89951438564. 3

89951438565. 4

**Question Number : 18 Question Id : 8995149816 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**At this point of time, Company A's main challenge is to:**

1. Improve the quality of its ideas
2. Experiment more with the ideas generated
3. Improve participation in innovation activities of the company
4. Cut down the number of failed ideas

**Options :**

89951438566. 1  
89951438567. 2  
89951438568. 3  
89951438569. 4

**Question Number : 19 Question Id : 8995149817 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

**Company B's strength lies in**

1. Participation in Idea generation
2. Converting ideas into prototypes/proof of concept
3. Taking ideas all the way to the market
4. Building a margin of safety

**Options :**

89951438570. 1  
89951438571. 2  
89951438572. 3  
89951438573. 4

**Sub-Section Number :** 3  
**Sub-Section Id :** 899514177  
**Question Shuffling Allowed :** Yes

**Question Id : 8995149818 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No**

**Question Numbers : (20 to 23)**

**Question Label : Comprehension**

**Categorize each of the following innovations into primarily: product, process, customer experience and business model (Choose the right options)**

**Sub questions**

**Question Number : 20 Question Id : 8995149819 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

A semiconductor company invents a new way of manufacturing Integrated Circuits (ICs)

1. Product
2. Process
3. Customer experience
4. Business model

**Options :**

89951438574. 1  
89951438575. 2  
89951438576. 3  
89951438577. 4

**Question Number : 21 Question Id : 8995149820 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Airbnb creates an Internet marketplace for house-owners to rent their house and travellers to find a place to rent

1. Product
2. Process
3. Customer experience
4. Business model

**Options :**

89951438578. 1  
89951438579. 2  
89951438580. 3  
89951438581. 4

**Question Number : 22 Question Id : 8995149821 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A smartphone that can recharge faster than competitors

1. Product
2. Process
3. Customer experience
4. Business model

**Options :**

89951438582. 1  
89951438583. 2  
89951438584. 3  
89951438585. 4

**Question Number : 23 Question Id : 8995149822 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A retail store with digital screens to see your look with new clothing without wearing it

1. Product
2. Process
3. Customer experience
4. Business model

**Options :**

89951438586. 1  
89951438587. 2  
89951438588. 3  
89951438589. 4

<b>Sub-Section Number :</b>	4
<b>Sub-Section Id :</b>	899514178
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 24 Question Id : 8995149823 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

How are incremental innovations related to radical innovations?

1. There is no relationship
2. Problem statement of an incremental innovation may overlap with that of a radical innovation
3. An incremental innovation may lead to a radical innovation
4. Only options 2 & 3

**Options :**

89951438590. 1  
89951438591. 2  
89951438592. 3

89951438593. 4

**Question Number : 25 Question Id : 8995149824 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Why is culture of experimentation not so common?

1. Experimentation has cost
2. Fear of failure
3. Only option 1
4. Option 1 & 2

**Options :**

89951438594. 1

89951438595. 2

89951438596. 3

89951438597. 4

**Question Number : 26 Question Id : 8995149825 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

All inventions are?

1. Innovations
2. Ideas
3. Not innovations
4. None of the above

**Options :**

89951438598. 1

89951438599. 2

89951438600. 3

89951438601. 4

**Question Number : 27 Question Id : 8995149826 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Some innovations are?

1. Not inventions
2. Inventions
3. Ideas
4. None of the above

**Options :**

89951438602. 1  
89951438603. 2  
89951438604. 3  
89951438605. 4

**Question Number : 28 Question Id : 8995149827 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Some inventions are?

1. Innovations
2. Ideas
3. Not innovations
4. None of the above

**Options :**

89951438606. 1  
89951438607. 2  
89951438608. 3  
89951438609. 4

**Question Number : 29 Question Id : 8995149828 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is typically not a lever of an idea management process?

1. Scope of ideas
2. Source of ideas
3. Number of ideas
4. Sponsorship

**Options :**

89951438610. 1  
89951438611. 2  
89951438612. 3  
89951438613. 4

**Question Number : 30 Question Id : 8995149829 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Role models are important in building participation for innovation activity because:

1. Role models have more control over innovation decisions
2. Role models can predict which ideas will be successful
3. Role models get imitated by people
4. Role models are good experimenters

**Options :**

89951438614. 1  
89951438615. 2  
89951438616. 3  
89951438617. 4

**Question Number : 31 Question Id : 8995149830 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What are the different ways an organization can encourage failures?

1. By giving an award for smart failures
2. By making failure mandatory for everybody
3. Options 1 & 2
4. None of the above

**Options :**

89951438618. 1  
89951438619. 2  
89951438620. 3  
89951438621. 4



**Question Number : 32 Question Id : 8995149831 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which two parameters may be better in selecting in idea

1. Probability of success, cost of implementation
2. Impact of success, cost of implementation
3. Probability of success, cost of experimentation
4. Impact of success, cost of experimentation

**Options :**

89951438622. 1  
89951438623. 2  
89951438624. 3  
89951438625. 4

**Question Number : 33 Question Id : 8995149832 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which is not an important element of a before-and-after storyboard?

1. People
2. Thought bubbles
3. Uniqueness of solution
4. Fineness of the drawing

**Options :**

89951438626. 1  
89951438627. 2  
89951438628. 3  
89951438629. 4

**Question Number : 34 Question Id : 8995149833 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which is not an important characteristic of a champion?

1. Sponsorship
2. Influencing relevant stakeholders
3. Building a prototype
4. Mentoring the idea author

**Options :**

- 89951438630. 1
- 89951438631. 2
- 89951438632. 3
- 89951438633. 4

**Question Number : 35 Question Id : 8995149834 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

“Options before solution” principle tries to improve following in an idea pitch:

1. Curiosity
2. Concreteness
3. Credibility
4. All of the above

**Options :**

- 89951438634. 1
- 89951438635. 2
- 89951438636. 3
- 89951438637. 4

**Question Number : 36 Question Id : 8995149835 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

When a company selling earth moving equipment gets into the business of renting its equipment

1. It is trying to repackage a service offering into a product offering
2. It is trying to repackage a product offering into a service offering
3. It is not changing its business model
4. It is more likely to be successful

**Options :**

89951438638. 1

89951438639. 2

89951438640. 3

89951438641. 4

**Question Number : 37 Question Id : 8995149836 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A demo of your idea typically communicates

1. How the product / service at least partially works
2. What kind of skills the team has in building the product/service
3. Only option 2
4. Options 1 & 2

**Options :**

89951438642. 1

89951438643. 2

89951438644. 3

89951438645. 4

**Question Number : 38 Question Id : 8995149837 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

When an innovation results in high business impact, it typically implies

1. Generation of many ideas
2. High degree of experimentation
3. High value creation either as savings or profit
4. High degree of participation

**Options :**

89951438646. 1  
89951438647. 2  
89951438648. 3  
89951438649. 4

**Question Number : 39 Question Id : 8995149838 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

A sandbox includes:

1. A few constraints and a few experiments
2. A few constraints and a large number of experiments
3. A large number of constraints and a few experiments
4. A large number of constraints and a large number of experiments

**Options :**

89951438650. 1  
89951438651. 2  
89951438652. 3  
89951438653. 4

**Question Number : 40 Question Id : 8995149839 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

In the absence of a pre-mortem, failure scenarios associated with an innovation project may not come out easily because

1. A person may feel that his failure scenario may be looked upon as his lack of interest
2. Voice of dissent may be considered as disloyalty
3. Only option 1
4. Options 1 & 2

**Options :**

89951438654. 1  
89951438655. 2  
89951438656. 3  
89951438657. 4

**Question Number : 41 Question Id : 8995149840 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

It is difficult for Everest climbers to ensure 2pm turnaround time because

1. Thin air may hamper decision making capacity
2. He may be emotionally charged because he knows he may not get this opportunity again in life
3. Option 1 & 2
4. None of the above

**Options :**

89951438658. 1  
89951438659. 2  
89951438660. 3  
89951438661. 4

**Sub-Section Number :**

5

**Sub-Section Id :**

899514179

**Question Shuffling Allowed :**

Yes

**Question Id : 8995149841 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No**

**Question Numbers : (42 to 43)**

**Question Label : Comprehension**

Autochamp is an automotive manufacturing company with strength of 700 people and revenue of \$100 million. Their innovation program is now 5 years old. They generate a healthy pipeline of ideas of about 500 to 800 ideas every year. However, their rate of prototyping is poor. Hardly 10 ideas get into prototyping phase. To promote experimentation, Autochamp has invested in a laboratory equipped with 3-D modelling software, 3-D printers and other necessary tools. However, even after a year since the inauguration of the lab, it is hardly in use. Answer following questions based on this information:

**Sub questions**

**Question Number : 42 Question Id : 8995149842 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The low lab utilization problem could be primarily an \_\_\_\_\_ problem, if people don't know how to develop prototypes and how to use the tools in the lab.

1. True
2. False
3. Information is insufficient
4. None of the above

**Options :**

- 89951438662. 1
- 89951438663. 2
- 89951438664. 3
- 89951438665. 4

**Question Number : 43 Question Id : 8995149843 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The low lab utilization problem could be primarily an elephant problem, if people feel they don't have the time for experimentation.

- 1 True
2. False
3. Information is insufficient
4. None of the above

**Options :**

89951438666. 1  
89951438667. 2  
89951438668. 3  
89951438669. 4

## Managing Innovation-2

<b>Section Id :</b>	899514143
<b>Section Number :</b>	2
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	30
<b>Number of Questions to be attempted :</b>	30
<b>Section Marks :</b>	57
<b>Mark As Answered Required? :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	899514180
<b>Question Shuffling Allowed :</b>	Yes

**Question Id : 8995149844 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No**

**Question Numbers : (44 to 46)**

**Question Label : Comprehension**

Autochamp is an automotive manufacturing company with strength of 700 people and revenue of \$100 million. Their innovation program is now 5 years old. They generate a healthy pipeline of ideas of about 500 to 800 ideas every year. However, their rate of prototyping is poor. Hardly 10 ideas get into prototyping phase. To promote experimentation, Autochamp has invested in a laboratory equipped with 3-D modelling software, 3-D printers and other necessary tools. However, even after a year since the inauguration of the lab, it is hardly in use. Answer following questions based on this information:

### Sub questions

**Question Number : 44 Question Id : 8995149845 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

To increase the employee participation in the lab, Autochamp can

1. Make it mandatory for everybody to spend time in the lab
2. Organize training programs on the tools in the lab
3. Options 1 & 2
4. Only option 2

### Options :

- 89951438670. 1
- 89951438671. 2
- 89951438672. 3
- 89951438673. 4

**Question Number : 45 Question Id : 8995149846 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

To address the fear of failure associated with experimentation in the lab:

1. The lab can exhibit failed prototypes and display their stories
2. Publish stories which articulate the difference between smart vs avoidable failures
3. Members of Autochamp's leadership team can publish their failures and associated learnings
4. All of the above

### Options :

- 89951438674. 1



89951438675. 2

89951438676. 3

89951438677. 4

**Question Number : 46 Question Id : 8995149847 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

To convert the lab into a lab of strategic importance:

1. The lab activity should be anchored in a strategic challenge area
2. Investment need to be made in platforms relevant for the strategic challenge area
3. Only option 2
4. Options 1 & 2

**Options :**

89951438678. 1

89951438679. 2

89951438680. 3

89951438681. 4

**Sub-Section Number :**

2

**Sub-Section Id :**

899514181

**Question Shuffling Allowed :**

Yes

**Question Number : 47 Question Id : 8995149848 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What are the different ways of enhancing the credibility of an idea while presenting it to potential investors?

1. Show trade-off analysis of your idea vis-à-vis other alternatives
2. Get an endorsement of your idea from an industry expert
3. Get a customer testimonial
4. All of the above

**Options :**

89951438682. 1

89951438683. 2

89951438684. 3

89951438685. 4

**Sub-Section Number :**

3

**Sub-Section Id :**

899514182

**Question Shuffling Allowed :**

Yes

**Question Id : 8995149849 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No**

**Question Numbers : (48 to 50)**

**Question Label : Comprehension**

As water scarcity is hitting many towns in India and perhaps many other countries, smart water meters are being looked at as an important infrastructure component. Aquasmart is a start-up specializing in installation and commissioning of smart water meters in urban townships and apartment complexes. Using Aquasmart meters residents can check their actual water consumption on the smartphone and get billed for it accordingly.

**Sub questions**

**Question Number : 48 Question Id : 8995149850 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What are the ways through which Aquasmart can check if there the market for smart water meters is large enough?

1. Conducting online survey in multiple cities
2. Door-to-door interviews
3. Secondary research e.g. market research reports
4. All of the above

**Options :**

89951438686. 1

89951438687. 2

89951438688. 3

89951438689. 4

**Question Number : 49 Question Id : 8995149851 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What could be complementary assets for Aquasmart?

1. Plumbing experts for installation of meters
2. Digital water meter suppliers
3. Option 1 & 2
4. None of the above

**Options :**

89951438690. 1

89951438691. 2

89951438692. 3

89951438693. 4

**Question Number : 50 Question Id : 8995149852 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What could be a low-cost experiment to test technical feasibility of smart water metering?

1. Show that you can access the water meter data on a computer
2. Transmit data to cloud from a water meter through wireless medium
3. Options 1 & 2
4. Only option 1

**Options :**

89951438694. 1

89951438695. 2

89951438696. 3

89951438697. 4

**Sub-Section Number :**

4

**Sub-Section Id :**

899514183

**Question Shuffling Allowed :**

Yes

**Question Number : 51 Question Id : 8995149853 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

A good idea management system

1. Processes submitted ideas quickly
2. Has different pathways to process ideas of different risk profiles
3. Facilitates funding for promising ideas that need validation
4. All of the above

**Options :**

89951438698. 1  
89951438699. 2  
89951438700. 3  
89951438701. 4

**Question Number : 52 Question Id : 8995149854 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

To create an environment where honest failure is tolerated, companies can:

1. Facilitate the capture and diffusion of stories about past failures
2. Give awards to those who tried hard at challenging tasks but failed
3. Only option 1
4. Options 1 & 2

**Options :**

89951438702. 1  
89951438703. 2  
89951438704. 3  
89951438705. 4

**Question Number : 53 Question Id : 8995149855 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Platform thinking is applicable

1. In most discrete manufacturing industries
2. In almost all industries
3. Option 1 & 2
4. None of the above

**Options :**

89951438706. 1

89951438707. 2

89951438708. 3

89951438709. 4

**Question Number : 54 Question Id : 8995149856 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which of the following are the triggers for innovation?

1. Need to differentiate from competition
2. Urge to improve things & urge to engage employees
3. Urge to achieve something special
4. All of the above

**Options :**

89951438710. 1

89951438711. 2

89951438712. 3

89951438713. 4

**Question Number : 55 Question Id : 8995149857 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What are the elements of an innovation?

1. A challenge
2. An idea
3. Experimentation
4. All of the above

**Options :**

89951438714. 1  
89951438715. 2  
89951438716. 3  
89951438717. 4

**Question Number : 56 Question Id : 8995149858 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What are the sources from which priority of an innovation program can be derived?

1. Customers
2. Strategy
3. Competition
4. All of the above

**Options :**

89951438718. 1  
89951438719. 2  
89951438720. 3  
89951438721. 4

**Question Number : 57 Question Id : 8995149859 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What are the core components of an innovation program?

1. Buzz creation process
2. Idea management process
3. Training & development process
4. All of the above

**Options :**

89951438722. 1  
89951438723. 2  
89951438724. 3  
89951438725. 4

**Question Number : 58 Question Id : 8995149860 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which of the following are indicators of “chance of progress” associated with a challenge area:

1. Finding a customer
2. Finding a partner
3. Building a prototype
4. All of the above

**Options :**

89951438726. 1  
89951438727. 2  
89951438728. 3  
89951438729. 4

**Question Number : 59 Question Id : 8995149861 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Communities of Practice (CoP) are powerful in sustaining innovation because

1. They carry a lot of energy and enthusiasm
2. Members of CoPs work out of passion and interest rather than a mandate
3. They involve peer learning
4. All of the above

**Options :**

89951438730. 1  
89951438731. 2  
89951438732. 3  
89951438733. 4

**Question Number : 60 Question Id : 8995149862 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

A manager can support innovation in his/her team by

1. Mentioning names of people in the team meeting who give ideas or experiment
2. Listening to the ideas of the team members
3. Encouraging team member to perform experiments
4. Helping authors of promising ideas in creating a business case

1. Only options 1 & 2
2. Options 1,2,3 & 4
3. Only option 3
4. Only options 3 & 4

**Options :**

89951438734. 1  
89951438735. 2  
89951438736. 3  
89951438737. 4

**Question Number : 61 Question Id : 8995149863 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which are the important characteristics of a good innovation review?

1. Review of experiments
2. Resource allocation
3. Review of the scope
4. All of the above

**Options :**

89951438738. 1  
89951438739. 2  
89951438740. 3  
89951438741. 4



**Question Number : 62 Question Id : 8995149864 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

A platform enables an aircraft manufacturer

1. Create variants at lower cost
2. Create standardization across models
3. Introduce new models faster
4. All of the above

**Options :**

89951438742. 1  
89951438743. 2  
89951438744. 3  
89951438745. 4

**Question Number : 63 Question Id : 8995149865 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

We can create barriers to imitation for an innovation by

1. Branding the product or service
2. Creating Intellectual Property (IP) around the innovation
3. Options 1 & 2
4. Only option 2

**Options :**

89951438746. 1  
89951438747. 2  
89951438748. 3  
89951438749. 4

**Question Number : 64 Question Id : 8995149866 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Every invention may not lead to an innovation because

1. An invention may not get implemented
2. An invention though implanted may not find a market
3. An invention may get into feasibility issues
4. All of the above

**Options :**

- 89951438750. 1
- 89951438751. 2
- 89951438752. 3
- 89951438753. 4

**Question Number : 65 Question Id : 8995149867 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

An incremental innovation may lead to a radical innovation because

1. An incremental innovation may point to a limitation of an approach, and it may lead to a novel approach
2. Extension of the problem leading to incremental innovation may lead to radical innovation
4. An incremental innovation may lead to confidence to take on a bigger challenge
4. All of the above

**Options :**

- 89951438754. 1
- 89951438755. 2
- 89951438756. 3
- 89951438757. 4

**Question Number : 66 Question Id : 8995149868 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Sometimes lack of intent is a barrier to innovate because

1. Status quo appears secure
2. There is fear of failure which dampens intent
3. Intent to innovate gets deeply buried among various agenda items which keep one busy
4. All of the above

**Options :**

89951438758. 1

89951438759. 2

89951438760. 3

89951438761. 4

**Question Number : 67 Question Id : 8995149869 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Why is language of experimentation not so common in organizations?

1. Experimentation may imply uncertainty and organizations like language of certainty
2. There is a feeling that an idea should go from concept to implementation
3. There is a feeling that experimentation is the job of only R&D department
4. All of the above

**Options :**

89951438762. 1

89951438763. 2

89951438764. 3

89951438765. 4

**Question Number : 68 Question Id : 8995149870 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

When a classroom based course is offered as an online course, its impact can be measured through

1. Student rating of the course
  2. Number of student registrations
  3. Number of students willing to pay for the course
  4. Activity on the discussion board
1. Options 1 & 3
  2. Option 3
  3. Option 1,2,3 & 4
  4. None

**Options :**

89951438766. 1  
89951438767. 2  
89951438768. 3  
89951438769. 4

**Question Number : 69 Question Id : 8995149871 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Disruptive innovation typically involves

1. Inferior product performance, for an existing market
2. Superior product performance, for an existing market
3. Inferior product performance, for a new market
4. Superior product performance, for an existing market

**Options :**

89951438770. 1  
89951438771. 2  
89951438772. 3  
89951438773. 4

**Question Number : 70 Question Id : 8995149872 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

An organization may start an innovation program in order to

1. Foster a culture of innovation
2. Enhance the capacity to innovate
3. Mature the process of innovation in the organization
4. Address strategic challenges

1. Options 1,2,3 & 4
2. Options 1 & 2
3. Options 3 & 4
4. Only option 3

**Options :**

89951438774. 1

89951438775. 2

89951438776. 3

89951438777. 4

**Question Number : 71 Question Id : 8995149873 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Buzz creation process is a core component of an innovation program because

1. There is a need to spot and socialize internal innovation
2. There is a need to publish success stories and encourage internal innovators
3. Create spaces like hackathon, innovation day which create excitement around innovation
4. All of the above

**Options :**

89951438778. 1

89951438779. 2

89951438780. 3

89951438781. 4

**Question Number : 72 Question Id : 8995149874 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Training and development is an important component of an innovation program because

1. It creates time and space for reflection and learning
2. It creates opportunity to learn new tools and methodologies relevant for innovation
3. It creates collaboration opportunities through team projects
4. All of the above

**Options :**

89951438782. 1

89951438783. 2

89951438784. 3

89951438785. 4

**Question Number : 73 Question Id : 8995149875 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

It helps to publish the criteria used to evaluate ideas because

1. It raises awareness about what kind of ideas are valued in the organization
2. It is likely to create a sense of fairness
3. It helps evaluators in applying a uniform measure
4. All of the above

**Options :**

89951438786. 1

89951438787. 2

89951438788. 3

89951438789. 4

**Question Number : 74 Question Id : 8995149876 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1.5 Wrong Marks : 0**

When a hospital says “How do we make our reception as customer friendly as the reception of Taj Hotel – a five-star hotel” it is using Taj Hotel as a metaphor. A metaphor like Taj Hotel helps make the challenge:

1. More concrete
3. More emotionally appealing
4. More approachable through study of the metaphor
4. All of the above

**Options :**

- 89951438790. 1
- 89951438791. 2
- 89951438792. 3
- 89951438793. 4

**Question Number : 75 Question Id : 8995149877 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Attentive listening to team members’ ideas is typically difficult for managers because

1. Her attention is grabbed by more pressing issues related to execution
2. As an experienced person her mind jumps to judgmental mode too soon
3. Options 1 & 2
4. Only option 2

**Options :**

- 89951438794. 1
- 89951438795. 2
- 89951438796. 3
- 89951438797. 4

**Question Number : 76 Question Id : 8995149878 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

A challenge can be called a strategic challenge if

1. It captures one of the main competitive threats of the organization
2. It captures the biggest ask from one of its strategic customers
3. Solution of this challenge may result in significant savings for the organization
4. All of the above

**Options :**

89951438798. 1

89951438799. 2

89951438800. 3

89951438801. 4

**Sub-Section Number :**

5

**Sub-Section Id :**

899514184

**Question Shuffling Allowed :**

Yes

**Question Id : 8995149879 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No**

**Question Numbers : (77 to 81)**

**Question Label : Comprehension**

Citystar is a 1000 people strong organization in the logistics business. It has decided to launch an innovation program. An innovation council of 5 people is formed and they have launched a campaign and invited ideas from all the employees. In the first round, 40 ideas have come 25 people. Most of the ideas are incremental in nature. The council members are disappointed.

**Sub questions**

**Question Number : 77 Question Id : 8995149880 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**



Participation of 25 people out of 1000 people in the campaign indicates that

1. Campaign buzz might have been weak
2. Idea submission process might have been cumbersome
3. Options 1 & 2
4. None of the above

**Options :**

- 89951438802. 1
- 89951438803. 2
- 89951438804. 3
- 89951438805. 4

**Question Number : 78 Question Id : 8995149881 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

Which of the following implies that there is a bright side to the situation

1. There are potentially 40 opportunities to improve the organization
2. There are 25 people who are enthusiastic enough to contribute ideas
3. Only option 2
4. Options 1 & 2

**Options :**

- 89951438806. 1
- 89951438807. 2
- 89951438808. 3
- 89951438809. 4

**Question Number : 79 Question Id : 8995149882 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What is the minimum the council must do before they initiate next round of idea campaign?

1. Talk to the 25 idea authors, listen to their ideas and wherever possible help them take these forward
2. Announce names of the idea authors and appreciate their contribution
3. Options 1 & 2
4. None of the above

**Options :**

89951438810. 1

89951438811. 2

89951438812. 3

89951438813. 4

**Question Number : 80 Question Id : 8995149883 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

What is/are the things the council should avoid doing at this stage?

1. Stop the initiative due to poor response in the first round
2. Criticize majority of the employees for not contributing
3. Send system generated accepted/rejected mails to idea authors
4. All of the above

**Options :**

89951438814. 1

89951438815. 2

89951438816. 3

89951438817. 4

**Question Number : 81 Question Id : 8995149884 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0**

To improve the chance of getting more big impact ideas, the council can

1. Reject all incremental ideas in the first round
2. Announce to organization that they should stop giving incremental ideas
3. Announce a CEO's campaign with a strategic challenge
4. Invite ideas from only a handful of people

**Options :**

89951438818. 1

89951438819. 2

89951438820. 3

89951438821. 4