National Testing Agency

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Group Number :   1

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Managing Innovation-1

Section Id :   603489279

Section Number :   1

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Number of Questions :	50
Number of Questions to be attempted :	50
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489515
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348914088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

60348953219. 1

60348953220. 2

60348953221. 3

60348953222. 4

Question Number : 2 Question Id : 60348914089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In the 3-Hat approach of David Packard of reviewing an idea, what is the order of wearing the 3 hats?

1. Enthusiasm hat, Decision hat, Inquisitor hat
2. Enthusiasm hat, Inquisitor hat, Decision hat
3. Inquisitor hat, Enthusiasm hat, Decision hat
4. Order doesn't matter

Options :

60348953223. 1

60348953224. 2

60348953225. 3

60348953226. 4

Question Number : 3 Question Id : 60348914090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Classify the following observations into Pain-Wave-Waste categories:

a) Amazon, Google and Microsoft offering Artificial Intelligence related services in their technology platforms

b) Observing your sister getting stressed due to the pressure of competitive exams especially during 11th and 12th

grades

c) Seeing that a person with disability struggling hard to navigate on a crowded street

d) Conference is over and there are empty plastic bottles all over

e) Every other day there is a news about Blockchain and cryptocurrency

f) Electronic waste is becoming a big challenge especially in urban area

1. a,e-wave; b,c-pain; d,f-waste
2. a,c-wave; e,f-pain; b,d-waste
3. c,e-wave; a,b-pain; d,f-waste
4. a,b-pain; c,f-waste; d,e-wave

Options :

60348953227. 1

60348953228. 2

60348953229. 3

60348953230. 4

Question Number : 4 Question Id : 60348914091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Sumedh has been planning to note down the ideas he gets every day in a diary or on his phone, but he hasn't got around to starting it. Is this primarily:

1. An elephant problem
2. A rider problem
3. Both
4. Neither of two

Options :

60348953231. 1

60348953232. 2

60348953233. 3

60348953234. 4

Question Number : 5 Question Id : 60348914092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A disruptive innovation is usually ignored by the dominant players because (Choose the right options)

1. It addresses a different market
2. Performance of the new market/ service is much inferior to that of the dominant player
3. Both
4. Neither of two

Options :

60348953235. 1

60348953236. 2

60348953237. 3

60348953238. 4

Question Number : 6 Question Id : 60348914093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is not used as a measure of the impact of innovation?

1. Revenue
2. Profit
3. Valuation
4. Number of ideas

Options :

60348953239. 1

60348953240. 2

60348953241. 3

60348953242. 4

Question Number : 7 Question Id : 60348914094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Categorize the given innovation into primarily: product, process, customer experience and business model (Choose the right options)

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 :

60348953243. 1

60348953244. 2

60348953245. 3

60348953246. 4

Question Number : 8 Question Id : 60348914095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Categorize the given innovation into primarily: product, process, customer experience and business model (Choose the right options)

A smartphone that can recharge faster than competitors

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

Options :

60348953247. 1

60348953248. 2

60348953249. 3

60348953250. 4

Question Number : 9 Question Id : 60348914096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Categorize the given innovation into primarily: product, process, customer experience and business model (Choose the right options)

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 :

60348953251. 1

60348953252. 2

60348953253. 3

60348953254. 4

Question Number : 10 Question Id : 60348914097 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Categorize the given innovation into primarily: product, process, customer experience and business model (Choose the right options)

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

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

Options :

60348953255. 1

60348953256. 2

60348953257. 3

60348953258. 4

Question Number : 11 Question Id : 60348914098 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Platform thinking is applicable

1. In most discrete manufacturing industries
2. In almost all industries
3. Both
4. Neither of the two

Options :

60348953259. 1

60348953260. 2

60348953261. 3

60348953262. 4

Question Number : 12 Question Id : 60348914099 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Experiments

1. Are important source of learning
2. Are 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 :

60348953263. 1

60348953264. 2

60348953265. 3

60348953266. 4

Question Number : 13 Question Id : 60348914100 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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. Remove all performance measurement metrics
3. Should not give awards to those who tried hard at challenging tasks but failed
4. Promote those who failed at innovation attempts

Options :

60348953267. 1

60348953268. 2

60348953269. 3

60348953270. 4

Question Number : 14 Question Id : 60348914101 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

To move from a prototype to incubating the idea in a business context, an innovation _____ plays a key role

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

Options :

60348953271. 1

60348953272. 2

60348953273. 3

60348953274. 4

Question Number : 15 Question Id : 60348914102 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An implication of the utility of open innovation is that:

1. A company does not need to do any innovation on its own
2. A company will not benefit by looking out for potential partners
3. A company does not need to bother about intellectual property rights
4. A company needs to be good at collaboration

Options :

60348953275. 1

60348953276. 2

60348953277. 3

60348953278. 4

Question Number : 16 Question Id : 60348914103 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953279. 1

60348953280. 2

60348953281. 3

60348953282. 4

Question Number : 17 Question Id : 60348914104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953283. 1

60348953284. 2

60348953285. 3

60348953286. 4

Question Number : 18 Question Id : 60348914105 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953287. 1

60348953288. 2

60348953289. 3

60348953290. 4

Question Number : 19 Question Id : 60348914106 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953291. 1

60348953292. 2

60348953293. 3

60348953294. 4

Question Number : 20 Question Id : 60348914107 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953295. 1

60348953296. 2

60348953297. 3

60348953298. 4

Question Number : 21 Question Id : 60348914108 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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.

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. Both
4. Neither of the two

Options :

60348953299. 1

60348953300. 2

60348953301. 3

60348953302. 4

Question Number : 22 Question Id : 60348914109 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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.

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 :

60348953303. 1

60348953304. 2

60348953305. 3

60348953306. 4

Question Number : 23 Question Id : 60348914110 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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.

What could be complementary assets for Aquasmart?

1. Plumbing experts for installation of meters
2. Electric smart meter providers
3. People living with water scarcity
4. All of the above

Options :

60348953307. 1

60348953308. 2

60348953309. 3

60348953310. 4

Question Number : 24 Question Id : 60348914111 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Co-innovation is typically a challenging journey because

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 :

60348953311. 1

60348953312. 2

60348953313. 3

60348953314. 4

Question Number : 25 Question Id : 60348914112 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 :

60348953315. 1

60348953316. 2

60348953317. 3

60348953318. 4

Question Number : 26 Question Id : 60348914113 Question Type : MCQ Option Shuffling : No

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 question based on this information:

To convert the lab into a lab of strategic importance:

1. Just renaming the lab into a "strategic lab" would move things in the right direction
2. The lab activity should not be anchored in a strategic challenge area
3. Investment need to be made in platforms relevant for the strategic challenge area
4. Hiring interns would be the most important step

Options :

60348953319. 1

60348953320. 2

60348953321. 3

60348953322. 4

Question Number : 27 Question Id : 60348914114 Question Type : MCQ Option Shuffling : No

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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 :

60348953323. 1

60348953324. 2

60348953325. 3

60348953326. 4

Question Number : 28 Question Id : 60348914115 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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To increase the employee participation in the lab, Autochamp can

1. Make it mandatory for everybody to spend time in the lab
2. Organize a prototyping competition
3. Rent the lab to start-ups
4. None of the above

Options :

60348953327. 1

60348953328. 2

60348953329. 3

60348953330. 4

Question Number : 29 Question Id : 60348914116 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Every invention may not lead to an innovation because

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

Options :

60348953331. 1

60348953332. 2

60348953333. 3

60348953334. 4

Question Number : 30 Question Id : 60348914117 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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
3. An incremental innovation may lead to confidence to take on a bigger challenge
4. All of the above

Options :

60348953335. 1

60348953336. 2

60348953337. 3

60348953338. 4

Question Number : 31 Question Id : 60348914118 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 :

60348953339. 1

60348953340. 2

60348953341. 3

60348953342. 4

Question Number : 32 Question Id : 60348914119 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 :

60348953343. 1

60348953344. 2

60348953345. 3

60348953346. 4

Question Number : 33 Question Id : 60348914120 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 :

60348953347. 1

60348953348. 2

60348953349. 3

60348953350. 4

Question Number : 34 Question Id : 60348914121 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 students not registered
3. Number of students willing to pay for the course
4. Activity on the discussion board

Options :

60348953351. 1

60348953352. 2

60348953353. 3

60348953354. 4

Question Number : 35 Question Id : 60348914122 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 a new market

Options :

60348953355. 1

60348953356. 2

60348953357. 3

60348953358. 4

Question Number : 36 Question Id : 60348914123 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Shyla 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 Shyla may be afraid of failing
2. An elephant problem because as Shyla may not know where to start
3. A rider problem as Shyla may be afraid of failing
4. None of the above

Options :

60348953359. 1

60348953360. 2

60348953361. 3

60348953362. 4

Question Number : 37 Question Id : 60348914124 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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. All of the above

Options :

60348953363. 1

60348953364. 2

60348953365. 3

60348953366. 4

**Question Number : 38 Question Id : 60348914125 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 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. It create spaces like hackhathon, innovation day which again creates excitement around
   innovation
4. All of the above

Options :

60348953367. 1

60348953368. 2

60348953369. 3

60348953370. 4

**Question Number : 39 Question Id : 60348914126 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 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 :

60348953371. 1

60348953372. 2

60348953373. 3

60348953374. 4

Question Number : 40 Question Id : 60348914127 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 not valued because majority of the people including janitors are likely to give small ideas
4. It tests whether janitors are assessed for leadership qualities

Options :

60348953375. 1

60348953376. 2

60348953377. 3

60348953378. 4

Question Number : 41 Question Id : 60348914128 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Janitor test 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 :

60348953379. 1

60348953380. 2

60348953381. 3

60348953382. 4

Question Number : 42 Question Id : 60348914129 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953383. 1

60348953384. 2

60348953385. 3

60348953386. 4

Question Number : 43 Question Id : 60348914130 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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
2. More emotionally appealing
3. More approachable through study of the metaphor
4. All of the above

Options :

60348953387. 1

60348953388. 2

60348953389. 3

60348953390. 4

Question Number : 44 Question Id : 60348914131 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953391. 1

60348953392. 2

60348953393. 3

60348953394. 4

Question Number : 45 Question Id : 60348914132 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 do not jumps to judgmental mode too soon
3. Managers typically hate new ideas
4. Managers' job does not include listening to ideas

Options :

60348953395. 1

60348953396. 2

60348953397. 3

60348953398. 4

Question Number : 46 Question Id : 60348914133 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348953399. 1

60348953400. 2

60348953401. 3

60348953402. 4

Question Number : 47 Question Id : 60348914134 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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 from 25 people. Most of the ideas are incremental in nature. The council members are disappointed.

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

1. The organization is not fit for innovation
2. Campaign buzz might have been strong
3. Idea submission process might have been cumbersome
4. Organization contains very few innovators

Options :

60348953403. 1

60348953404. 2

60348953405. 3

60348953406. 4

Question Number : 48 Question Id : 60348914135 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

1. Send a strong message to all employees about their lack of participation
2. Send a strong message about all ideas in round 1 being incremental in nature
3. Talk to the 25 idea authors, listen to their ideas and wherever possible help them take these forward
4. Do not announce idea authors and appreciate their contribution

Options :

60348953407. 1

60348953408. 2

60348953409. 3

60348953410. 4

Question Number : 49 Question Id : 60348914136 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A beauty parlour owner can convert his business into a platform by

1. Offering shelf space in his parlour to beauty cream companies
2. Offering wall space for advertisements
3. Inviting specialized beauticians to use his parlour for specific times
4. All of the above

Options :

60348953411. 1

60348953412. 2

60348953413. 3

60348953414. 4

Question Number : 50 Question Id : 60348914137 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is not a barrier to innovation?

1. Lack of ideas
2. Intent to innovate
3. Fear of failure
4. Not enough champions to sponsor ideas

Options :

60348953415. 1

60348953416. 2

60348953417. 3

60348953418. 4