Test Bank for Managing Innovation Integrating Technological Market and Organizational Change 7th Tidd

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Test Bank

Answers marked with a *

Chapter 1.

1) Which of these would not normally be considered an incremental innovation?

A) Quantum computing *
B) Low sugar soft drinks
C) Seat reservations linked directly to booking rail tickets
D) Home delivery fast food

2). Innovation can only happen in large firms because they have the resources to fund innovation specialists.

True
False *

3). Which of the following are factors often associated with successful innovating organizations? (Several choices may be correct.)

A) Large size
B) Strong and charismatic leadership
C) Supportive organizational climate with structures and incentives for innovation *
D) Explicit mechanisms for enabling agile implementation of innovation ideas *
E) Large market share
F) Age of the firm—the older the better

4). Which of the following would you class as a radical innovation? (Several choices may be correct.)

A) Erasable children's marker pens
B) The integrated circuit*
C) The microwave oven*
D) Digital photography*
E) Catalytic converters on cars

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5). Which of the following is NOT a source of strategic advantage through innovation?

A) Complexity—offering something that others find it difficult to master
B) Legal protection of intellectual property—offering something that others cannot do unless they pay a license or other fee
C) Proximity to large markets*
D) Novelty in product or service offering—offering something no one else can

6). Blockchain-enabled contracts for supply chain tracking is an example of radical innovation.

True?*
False?

7). Innovation can take many forms. Running a website which enables people to share and rent out their accommodation is an example of which kind of innovation?

A) Product (or service) innovation—changes in what is offered to the world*
B) Process innovation—changes in the way offerings are created and delivered
C) Position innovation—changes in the context in which innovations are launched

8). Which of the following is NOT an example of product innovation?

A) A new detergent
B) A new off-road cycle design
C) A foldable screen smartphone
D) Computer-control of railway signalling*

9). Innovation success is directly linked to the number of patents which an organization holds

True?
False?*

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