

Chapter 01: Assignment

1. Which of these would not normally be considered an incremental innovation?
 - *a. An electric car
 - b. A low fat hamburger
 - c. Faster train journeys through better signalling
 - d. Chicken and onion flavoured potato snacks
2. Which of these innovations is a NOT a typical example of 'technology' or 'knowledge' push?
 - a. The Walkman personal hifi
 - b. Radar
 - c. The Pilkington Float Glass process
 - *d. YouTube and related video sharing internet sites
3. Innovation can only happen in the private sector because the public sector is not concerned with making profits or competition between firms
 - a. T
 - *b. F
4. Which of the following is NOT a factor often associated with successful innovating organizations?
 - a. Rich external linkages and networks
 - b. Supportive organizational climate with structures and incentives for innovation
 - c. Mechanisms for strategic selection of innovation options
 - *d. Age of the firm - the older the better
5. Innovation can take many forms, all involving a change of some kind. Which of the following is NOT a form of innovation?
 - a. Product (or service) innovation - changes in what is offered to the world
 - *b. Petroleum innovation - amount spent monthly by a business on its fuel costs
 - c. Process innovation - changes in the way offerings are created and delivered
 - d. Position innovation - changes in the context in which innovations are launched
6. Which of the following would you NOT class as a *radical* innovation?
 - *a. The fibre tip pen
 - b. The electric light bulb
 - c. The laser
 - d. The photocopier
7. Which of the following is NOT a source of strategic advantage through innovation?
 - a. Complexity - offering something which others find it difficult to master
 - b. Legal protection of intellectual property - offering something which others cannot do unless they pay a licence or other fee
 - *c. Scale of investment in R&D
 - d. Novelty in product or service offering - offering something no one else can

8. Peer-to-peer networking of the kind pioneered by Napster and now forming the basis of internet file sharing is an example of radical innovation.

- *a. True
- b. False

9. Haagen Daz ice cream was created to open up a new market amongst adults for what had traditionally been seen as a children's food. This is an example of *position* innovation.

- *a. True
- b. False

10. Innovation can take many forms. Running a hospital booking system which reduces patient waiting time is an example of which kind of innovation?

- *a. Process
- b. Product
- c. Position
- d. Paradigm

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

- a. A new toothpaste
- b. A new car design
- c. A new version of the iPod
- *d. Computer-control of manufacturing operations

12. Successful innovation depends on having patent protection for the core idea.

- a. True
- *b. False

13. Innovation always requires a radical flash of insight - a 'eureka!' moment.

- a. True
- *b. False

14. Innovation success is directly linked to the size of investment in Research and Development (R&D).

- a. True
- *b. False

15. Which of the following would not normally be considered a radical innovation?

- a. The jet turbine engine
- b. Integrated circuits
- *c. Increased colour choice on the Volkswagen 'Beetle' car
- d. Antibiotic drugs