

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

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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

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?*