Assignment 01

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. 

Due on 2018-09-05, 23:59 IST.

1) Innovation is ___________________________________ 1 point
   - Theoretical conception + Technical invention + Commercial exploitation
   - Theoretical conception + Technical invention + Design exploitation
   - Mathematical conception + Technical invention + Commercial exploitation
   - Theoretical conception + discovery + Commercial exploitation

No, the answer is incorrect.
Score: 0
Accepted Answers:
Theoretical conception + Technical invention + Commercial exploitation

2) Making small changes in the product is 1 point
   - Breakthrough innovation
   - Production innovation
   - Incremental innovation
   - Breakout innovation

No, the answer is incorrect.
Score: 0
Accepted Answers:
Incremental innovation

3) Cross-functional team working together, is an example of 1 point
   - Product innovation
   - Production innovation

No, the answer is incorrect.
Score: 0
Accepted Answers:
4) Breakthrough innovations are

- New to industry
- New to category
- New to company
- New to the user

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
New to industry

5) Who are the first to adopt any innovation in the mainstream market?

- Laggards
- Early adopters
- Early majority
- Late majority

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
Early majority

6) The degree to which an innovation is perceived as being better, is

- Compatibility
- Relative advance
- Observability
- Usability

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
Relative advance

7) A successful innovator must not have

- The ability to observe
- The ability to question
- The ability to experiment
- The ability to imitate

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
The ability to imitate

8) Innovation process starts with

- Concept generation
- Analysis
- Problem identification
- Reaching customer
9) Break through innovative products are integration of ____________ ____________ ____________ ____________ ____________ ____________ 1 point

- Value driven technology
- Value added style and technology
- Innovation and technology
- Science and technology

No, the answer is incorrect.
Score: 0

Accepted Answers:
- Problem identification

10) Innovation paradigm is shifting from manufacturer innovation to ____________ ____________ ____________ ____________ ____________ ____________ ____________ 1 point

- Management innovation
- Production innovation
- User innovation
- Sales innovation

No, the answer is incorrect.
Score: 0

Accepted Answers:
- Value added style and technology

11) Adding emotional value to a product or service does not mean, adding ____________ ____________ ____________ ____________ ____________ ____________ ____________ 1 point

- Sense of adventure
- Sense of coherence
- Sense of security
- Sense of authority

No, the answer is incorrect.
Score: 0

Accepted Answers:
- Sense of coherence

12) Manufacturer does not give the support of ____________ ____________ ____________ ____________ ____________ ____________ ____________ 1 point

- R&D
- Market research
- Production
- User need identification

No, the answer is incorrect.
Score: 0

Accepted Answers:
- User need identification

13) Safety goggle is an example of ____________ ____________ ____________ ____________ ____________ ____________ ____________ 1 point

- Specialty product
14) The Kano model can help to understand  
- Unsought product  
- Convenience product  
- Shopping product

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Unsought product

15) Adding flavor to a product is a part of  
- Tactile aesthetics  
- Auditory  
- Olfactory  
- Gustatory aesthetics

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Gustatory aesthetics

16) Which one is correct?  
- Sticky information are costly to acquire  
- Sticky information are not difficult to transfer  
- Sticky information can be acquired within a short span of time  
- Sticky information are not difficult to use

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Sticky information are costly to acquire

17) What should be the limit of typefaces on a package?  
- 1  
- 2  
- 3  
- 4

No, the answer is incorrect.  
Score: 0  
Accepted Answers:
3

18. Good design is aesthetics, affordability, safety, FUMA and __________________________ 1 point
   - Sales appeal
   - Design appeal
   - Creativity
   - Innovation

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Sales appeal

19. Design heuristics are used
   - To generate concepts
   - To get quality production
   - To make prototype
   - To understand user need

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - To generate concepts

20. Which one is wrong?
   - If attractive is not obtained, it would not result in dissatisfaction
   - For performance needs, satisfaction is indirectly proportional to the performance level
   - If basic needs are not fulfilled, the customer will be extremely dissatisfied
   - Reverse needs bring more satisfaction if absent than if present

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - For performance needs, satisfaction is indirectly proportional to the performance level

21. Vision in Product Design is a
   - Tool
   - Method
   - Framework
   - Process

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Process