

Unit 3 - Week 1 : Design and Innovation

Course outline
How does an NPTEL online course work?
Week 0 : Prerequisite
Week 1 : Design and Innovation
<input type="radio"/> Quiz : Assignment 1
<input checked="" type="radio"/> Lec 1 : Introduction to Innovation
<input checked="" type="radio"/> Lec 2 : Design Inspired Innovation and User Innovation
<input type="radio"/> Lec 3 : Product Design - Part I
<input checked="" type="radio"/> Lec 4 : Product Design - Part II
<input checked="" type="radio"/> Lec 5 : Product Design - Part III
<input type="radio"/> Feedback form
Week 2 : User Study and Contextual Enquiry
Week 3 : Human Factors in Product Design and Innovation
Week 4 : Concept Generation, Prototyping and Evaluation
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Assignment 1

The due date for submitting this assignment has passed. **Due on 2020-02-12, 23:59 IST.**
 As per our records you have not submitted this assignment.

- Innovation is defined as: 1 point
 - the commercialization of a new product or process
 - the invention of a new product or process
 - a new product or process idea
 - the implementation of a new production method

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
the commercialization of a new product or process
- Sony Walkman is an example of 1 point
 - breakthrough innovation
 - production innovation
 - incremental innovation
 - breakout innovation

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
breakthrough innovation
- Which one is correct? 1 point
 - individuals drive innovation
 - innovation begins with brainstorming
 - innovation demands creative minds
 - an innovative process will give the results you need

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
innovation demands creative minds
- Breakout innovations are 1 point
 - new to industry
 - new to category
 - new to company
 - new to the user

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
new to category
- Who are the first to adopt any innovation in the early market? 1 point
 - laggards
 - early adopters
 - early majority
 - Innovators

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
Innovators
- Process innovation refers to: 1 point
 - the development of a new service
 - the development of a new product
 - the implementation of a new or improved production method
 - the development of new products or services

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
the implementation of a new or improved production method
- Lead user is a term developed by 1 point
 - Eric Clapton
 - Eric J. Dippel
 - Eric von Hippel
 - Eric Koppel

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
Eric von Hippel
- Gustatory aesthetics is the branch of aesthetics that claims the possibility of philosophically dealing with 1 point
 - touch
 - taste
 - sound
 - smell

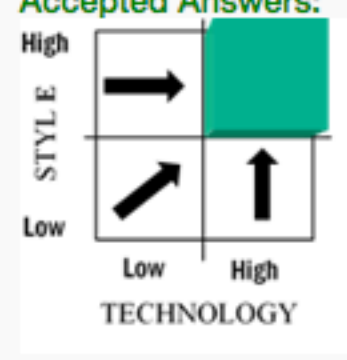
No, the answer is incorrect.
 Score: 0
 Accepted Answers:
taste
- Which one is true for breakthrough products? 1 point

High	→	█
STYLE		
Low	↘	↑
	Low	High
	TECHNOLOGY	

High	█	←
STYLE		
Low	↑	↘
	Low	High
	TECHNOLOGY	

High	↓	↘
STYLE		
Low	█	←
	Low	High
	TECHNOLOGY	

High	↘	↓
STYLE		
Low	→	█
	Low	High
	TECHNOLOGY	

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

- The main goal of _____ is to provide institutional support in scouting, spawning, sustaining and scaling up grassroots green innovations 1 point
 - National Innovation Foundation
 - National Innovation Council
 - National Productivity Council
 - Atal Innovation Mission

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
National Innovation Foundation
- A term not used by Kotler and colleagues 1 point
 - core product
 - actual product
 - augmented product
 - differentiated product

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
differentiated product
- Which one is not the way in which product can be seen as attractive? 1 point
 - prior knowledge attractiveness
 - functional attractiveness
 - systemic attractiveness
 - inherent attractiveness of visual form

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
systemic attractiveness
- Fire extinguishers is an example of 1 point
 - specialty product
 - shopping product
 - convenience product
 - unsought product

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
unsought product
- According to Kano model, the level of customer satisfaction will not be affected by this factor 1 point
 - basic need
 - performance need
 - attractive need
 - indifferent need

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
indifferent need
- Adding texture to a product is a part of 1 point
 - tactile aesthetics
 - auditory
 - olfactory
 - gustatory aesthetics

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
tactile aesthetics
- Adlabs Imagica is an example of 1 point
 - product oriented service
 - user oriented service
 - result oriented service
 - pure service

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
pure service
- What should be the limit of typefaces on a package? 1 point
 - 1
 - 2
 - 3
 - 4

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
 3
- Tertiary packaging is used for 1 point
 - containing the product
 - bulk handling
 - preserving the product
 - controlling the portion

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
bulk handling
- Design heuristics are used 1 point
 - to understand user need
 - to get quality production
 - to make prototype
 - to generate concepts

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
to generate concepts
- For performance needs, satisfaction is indirectly proportional to the performance level 1 point
 - True
 - False

No, the answer is incorrect.
 Score: 0
 Accepted Answers:
 False
- 'Fly on the wall' in product Design is a 1 point
 - tool
 - method
 - framework
 - process

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