

EXAMPLE OF QUIZ QUESTIONS

N.B. the below questions exemplifies how multiple choice quiz questions may be phrased. The below questions are taken from a context/course that is not the corporate strategy course, and may thus not be related to the content/concepts of the corporate strategy course (you will mostly find innovation-related questions below). Thus, there is no need to study the questions below. However, they will hopefully provide you with a sense of how questions may be phrased.

For quizzes - only one answer alternative can be correct, and no negatives will be incurred for faulty answers.

Q. _____ is the procurement of selected value-chain activities, including production of intermediate goods or finished products, from independent suppliers.

- a. Purchasing power parity
- b. Outsourcing
- c. Privatization
- d. Nationalization

Q. The innovation process is often conceived of as a funnel because:

- a. most innovative ideas become successful new products.
- b. it decreases the amount of output achievable from a given quantity of labor and capital.
- c. it increases the importance of production economies of scale.
- d. there are many potential new product ideas and only a few make it through the development process.

Q. Which of the following is the correct sequence of steps for the science-push approach to research and development?

- a. customers express an unmet need, R&D develops the product to meet that need, the product is manufactured, and finally the marketing team promotes the product.
- b. scientific discovery leads to an invention, the engineering team designs the product, it is manufactured, and finally the marketing team promotes it.
- c. marketing discovers a need, R&D comes up with the product concept that is refined by engineering, the manufacturing team produces it, and finally the product is sold.
- d. manufacturing sees a way to improve a product, the engineering team redesigns it, and finally the marketing team creates awareness about the improved product.

Q. The benefits firms reap by locating in close geographical proximity to each other are known collectively as _____.

- a. agglomeration economies
- b. incubator economies
- c. virtual economies
- d. shadow economies

Q. Clear Vision Inc. has been the market leader for vision care products such as eyeglasses and lenses. It has also recently developed the use of laser technology to correct eye defects. Due to its prior related experiences, it has been successful in recognizing the value of new information and using it to develop new technologies ahead of others. This phenomenon is called:

- a. absorptive capacity.
- b. disintermediation.
- c. technology determinism.
- d. technology retardation.

Q. Modular innovation is:

- a. high impact on component knowledge and high impact on architectural knowledge
- b. high impact on component knowledge and low impact on architectural knowledge
- c. low impact on component knowledge and high impact on architectural knowledge
- d. low impact in component knowledge and low impact on architectural knowledge

Q. Breaking Ventures Inc. realized that most parents are worried about their teenage children going out on their own. Based on this information, the company developed a device that could be fixed into teenagers' cell phones, and it helped parents keep track of their children's location. This approach to research and development is referred to as ____.

- a. demand-pull
- b. supply-push
- c. science-push
- d. research-pull
- e. new to the world products

Q. Iris is quite skeptical about new innovations and is most likely to adopt something new only after experiencing peer pressure to adopt the new innovation. However, she is not so risk averse that she will wait until all uncertainty of a new technology has been resolved; she is willing to accept a little uncertainty if her peers already use the product. Which of the following adopter categories does Iris belong to?

- a. Early adopters
- b. Innovators
- c. Late majority
- d. Laggards

Q. Firms join innovation networks primarily to reduce their costs.

- a. True
- b. False