**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | An inventor is an individual or person who creates or discovers the invention itself. |
| 2. | \_\_\_\_\_\_\_ | Innovation is the same thing as invention. |
| 3. | \_\_\_\_\_\_\_ | Obtaining a patent is an easy and inexpensive process.. |
| 4. | \_\_\_\_\_\_\_ | Innovation is important because it can create value that drives consumer demand. |
| 5. | \_\_\_\_\_\_\_ | Innovation occurs in all areas of business. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_1. Apple’s iPhone software updates provide a good example of \_\_\_\_\_\_\_\_\_ innovation.

a. disruptive b. incremental

c. product d. All of the above

\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_ innovation is when an idea is introduced that creates new value within an existing market by doing things in a way that has not been done before

a. Disruptive b. Incremental

c. Product d. All of the above

\_\_\_\_\_\_\_ 3. The most common innovative category is \_\_\_\_\_\_\_\_\_\_ innovation.

a. disruptive b. incremental

c. product d. All of the above

\_\_\_\_\_\_\_ 4. All are examples of product innovation except.

a. Tube TV to flat screen TV b. ROKU, AppleTV

c. Foldable tablets and laptops d. All of the above represent product innovations

\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_ innovation is designed to improve efficiency and productivity.

a. disruptive b. incremental

c. process d. product

## SHORT ANSWER (2 questions)

1. Explain how Amazon represents a great example of business model innovation.

2. List the four innovation categories.