

Innovation Management Professional Certification IMPC

Sample Test V032023

1. For innovation to exist, it must always reach the market through a business model that generates value and income for its creators or owner company?
 - a) False.
 - b) True.
 - c) Not necessarily.

2. The 3 types of innovation that can be developed are:
 - a) Incremental - Digital - Radical.
 - b) Transformational - Business - Incremental.
 - c) Incremental - Radical - Transformational.

3. An important characteristic of the professional who wants to innovate is:
 - a) Understand the right problems or needs over the final consequence.
 - b) Have an important network of contacts.
 - c) To have a source of investment that allows for a robust project.
 - d) All of the above.

4. "It's your business model: how you generate revenue. Novel models break with industry standards in their product offerings, pricing and collection procedures."

We refer to:

- a) The Earnings Model.
- b) The network.
- c) The Process.

5. The problem tree is used for:
 - a) Identify real and present problems rather than apparent, future or past problems.
 - b) Break down the subject into manageable, definable and concrete proportions.
 - c) Identify the stakeholders involved.
 - d) All of the above.

6. Design Thinking is used for:
 - a) Structuring innovation projects.
 - b) Understand people's needs from the usability and value proposition, aligned to what is technologically feasible.
 - c) Deliver ergonomic designs that facilitate the use of the product.
 - d) None of the above.

7. What are the three steps that an innovation professional should consider to start designing a process under Design Thinking methodology?
 - a) Design - Ideate - Implement.
 - b) Inspire - Ideate - Implement.
 - c) Build - Inspire - Design.

8. The Design Thinking process is composed of 5 stages, defined in a logical order:
 - a) Observe - Ideate - Define - Prototype - Test.
 - b) Empathize - Define - Ideate - Prototype - Evaluate.
 - c) Understand - Ideate - Observe - Define - Prototype.

9. In the Design Thinking process in the ideation stage, we look for:
 - a) Find a high-impact idea to be worked on quickly.
 - b) Develop a Brainstorming process.
 - c) Model a creative work system.
 - d) Be creative and generate as many ideas as possible.

10. The Visual Thinking model is based on:
 - a) Ideas are best expressed through a drawing.
 - b) A picture says more than a thousand words.
 - c) We learn by looking at colors, shapes, etc.
 - d) All of the above.

11. The Visual Thinking process is composed of four steps:
 - a) Look - See - Imagine - Show.
 - b) See - Look - Imagine - Show.
 - c) Look - Think - Imagine - Show.
 - d) None of the above.

12. What are some advantages of the Visual Thinking process?
 - a) It greatly increases your capacity for comprehension and synthesis.
 - b) Improves your retention and fixed memory, better pictures than words.
 - c) It facilitates the clear and effective exposition of ideas when words are not enough.
 - d) All of the above.

13. The phrase: "fail fast, fail early,... but above all, fail cheaply" refers to the innovation methodology:
 - a) Scrum.
 - b) Mental Maps.
 - c) CPS.
 - d) Lean Startup.

14. Lean Startup is a high impact innovation methodology that allows us to:
 - a) Implement cultural changes in the company.
 - b) Start-up of new companies, launching of new products and services, reducing the risk of failure.
 - c) Implement a sustainable business model.
 - d) All of the above.

15. The blue ocean strategy changed the paradigm of the red ocean strategy, basically because it invites us to:
- Differentiate ourselves rather than compete on costs.
 - Create new markets rather than saturate existing ones.
 - Relate with our competitors to grow together, rather than fight against them.
 - All of the above.
16. From a Management vs. Leadership perspective, what is the relevant paradigm for an innovation specialist?
- 1) Today's innovation leaders must be structured and inflexible.
 - 2) Today's companies require leaders capable of understanding new paradigms and new professional profiles.
 - 3) Today's leader sets long-term goals.
 - 4) Today's leader integrates, communicates and is willing to take controlled risks.
- 1, 2 and 3.
 - 2, 3 and 4.
 - 2 y 3.
 - All of the above.
17. The following sentence:
- "It is the product of a customer's perceptions after interacting rationally, physically, emotionally and/or psychologically with any part of a company."
Refers to the concept of:
- Business Model Canvas.
 - Integrated Systems.
 - User Experience.
 - Strategic Marketing Management.

18. Which innovation methodology does the following definition refer to?

A methodology, a model-based toolkit for generating ideas and innovative solutions to solve problems, provides tools and methods for use in problem formulation, system analysis, failure analysis and system evolution patterns.

- a) CPS.
- b) LEAN.
- c) TRIZ.
- d) Design Thinking.

19. Regarding the stages of Design Thinking, the following definition refers to which of these?

"Acquire empathy with users, listening to them and observing them."

- a) Observe.
- b) Design.
- c) Understand.
- d) None of the above.

20. The ability to innovate...

- a) It is possible to be developed in all people.
- b) It is conditioned by their academic, cultural, economic, etc. background.

21. According to agile principles, what type of team can propose the best requirements, architectures and design?

- a) Co-located.
- b) Experienced.
- c) Self-organized.
- d) Trained.

22. What is a Sprint?
- a) A brainstorming session in extreme programming to generate design ideas.
 - b) A race between two developers to see who can complete a feature faster.
 - c) An iteration in the Scrum framework.
 - d) The last iteration in the Scrum project, when the team works long hours to finish the project.
23. A Scrum team thought it would be good practice to clearly define a checklist of items that must be completed before saying that a story is 'finished'. What tool could they possibly use for this?
- a) An evolution graph (Burndown chart).
 - b) The Definition of Done.
 - c) The Product Backlog.
 - d) The Sprint Backlog.
24. According to agile principles, what should be the pace of development?
- a) Quickly.
 - b) Growing.
 - c) Self-Organized.
 - d) Sustainable.
25. What is the Scrum Master's main responsibility to keep the Scrum Team working at its maximum level of productivity?
- a) Maintain high priority features at the top of the Product Backlog.
 - b) Do not allow changes to the Product Backlog once the Sprint begins.
 - c) Perform user stories with INVEST criteria.
 - d) Support the development team's decisions and solve their problems.
26. Which of the following alternatives does NOT correspond to a distinctive characteristic of Design Thinking?
- a) Seeks early identification of errors and problems in the proposed solution.
 - b) Little consideration is given to the emotional state of the users in the face of the problem.
 - c) Create an atmosphere without limitations or rules to give space to all ideas.
 - d) It focuses on the visual during the creation process.

27. "The purpose of this phase is to turn the idea or solution you have arrived at into a digital or physical prototype." This definition corresponds to one of the following phases of Design Thinking.
- a) Web Prototyping.
 - b) UI/UX.
 - c) Schematization.
 - d) Prototyping.
28. "In this stage, tests are carried out with the prototypes previously made and users are asked for their opinions and comments on them, based on the use of the prototypes. It helps to identify errors and possible shortcomings that the product may have". This definition corresponds to one of the following phases of Design Thinking.
- a) Empathy.
 - b) Testing.
 - c) Prototyping.
 - d) Ideation.
29. In the () the boundaries of the industries are perfectly defined and accepted as they are. Moreover, the rules of the competitive game are known to all.
- a) Blue Oceans.
 - b) Red Oceans.
30. What is one statement in the Agile Manifesto?
- a) We value contract negotiation more than collaboration with clients.
 - b) We value following a plan more than responding to changes.
 - c) We value processes and tools more than customers and interaction.
 - d) We value functional software more than extensive documentation.
31. Radical Digital Transformation Innovation is also known as:
- a) Radical Market Innovation.
 - b) Transformational Innovation.
 - c) Incremental Innovation.
 - d) Radical Digital Transformation Innovation is not a common definition in innovation types.

32. In innovation, what is known as small changes that improve an existing product/service?
- a) Radical Market Innovation.
 - b) Innovation in stages.
 - c) Transformational Innovation.
 - d) Incremental Innovation.
33. Visual Thinking could be defined as:
- a) A tool used to achieve disruptive iterations.
 - b) A technique to generate incremental growth in products or services that are in the process of definition.
 - c) A process that consists of capturing and communicating ideas through simple and easily recognizable drawings.
 - d) A framework that uses visual concepts and Design Thinking at its core.
34. Exploiting existing market demand is part of:
- a) Disruptive innovation.
 - b) Blue Ocean Strategy.
 - c) Red Ocean Strategy.
 - d) Mind-set required in innovation processes.
35. Which of the following principles correspond to Lean Startup?
- a) Measure.
 - b) Learn.
 - c) Product.
 - d) A and B.
 - e) A and C.
36. The following correspond to the Lean Startup process:
- a) Learn.
 - b) Build.
 - c) Measure.
 - d) Validate.
 - e) A, B y C.
 - f) A, B y D.

37. The following are part of the IDEO Design Thinking process?
- Ideation.
 - Definition.
 - Testing.
 - Prototyping.
 - All of the above.
38. Empathy can be understood as:
- Understand the user's needs.
 - Test product/service interactions as a user.
 - Use the products/services as users do.
 - All of the above.
39. These are types of innovation:
- Innovate processes.
 - Innovate channels.
 - Innovate brand.
 - Innovate products.
- Only 1 and 2.
 - Only 1, 2 and 3.
 - Only 1, 2 and 4.
 - 1, 2, 3 and 4 are correct.
40. From the following list, which are innovation categories?
- The configuration.
 - The offer.
 - The experience.
- 1 y 2.
 - 1 y 3.
 - 1, 2 and 3 are correct.

Answers

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| 1. B | 21. C |
| 2. C | 22. C |
| 3. A | 23. B |
| 4. A | 24. D |
| 5. D | 25. D |
| 6. B | 26. B |
| 7. B | 27. D |
| 8. B | 28. B |
| 9. D | 29. B |
| 10. D | 30. D |
| 11. A | 31. D |
| 12. D | 32. D |
| 13. D | 33. C |
| 14. B | 34. C |
| 15. D | 35. D |
| 16. B | 36. E |
| 17. C | 37. E |
| 18. C | 38. A |
| 19. A | 39. D |
| 20. B | 40. C |