

100% Pass Quiz 2025 GInI Latest CInP: New Certified Innovation Professional (CInP) Test Question



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GInI Certified Innovation Professional (CInP) Sample Questions (Q85-Q90):

NEW QUESTION # 85

In the long run, what is more expensive than innovating?
Select one correct answer from the list:

- A. Marketing too many brands
- B. Issuing stockholder dividends that are too large
- C. Not controlling your costs

- **D. Not innovating**

Answer: D

Explanation:

Identical to Q85 (repeated in original), GInI'sCInP Handbook emphasizes that "not innovating" incurs greater long-term costs than innovating-lost opportunities, declining market position, and eventual irrelevance outweigh innovation's upfront investment. Firms that stagnate face existential risks, as GInI illustrates with examples like Blockbuster versus Netflix. "Not controlling costs" (A) risks profitability but isn't strategic.

"Large dividends" (B) is tactical, not existential. "Too many brands" (D) is a misstep, not a fatal flaw. Option C aligns with GInI's stance, matching the original answer, reinforcing innovation as a necessity, not an option-a GInI principle validated by competitive dynamics.

Reference:GInICInP Handbook, Introduction on Innovation's Strategic Importance.

NEW QUESTION # 86

A key use of research in Needfinding work is for market segmentation, where an overall population of prospective customers is segmented according to the particular outcome each segment seeks.

Select one correct answer from the list:

- A. Their tastes-what they like and dislike
- B. Their lifestyles
- C. Various demographic factors
- **D. The particular outcome each segment seeks**

Answer: D

Explanation:

GInI'sCInP Handbook highlights Needfinding as a Front End activity where research, including market segmentation, identifies customer needs. GInI advocates segmenting based on "the particular outcome each segment seeks" (e.g., convenience, performance)-a jobs-to-be-done approach-rather than traditional metrics. This focuses on why customers buy, revealing actionable innovation opportunities. Option B,

"demographic factors" (age, income), is conventional but less need-centric. Option C, "lifestyles," and Option D, "tastes," are behavioral but miss the outcome focus GInI prioritizes. Option A aligns with GInI's methodology, matching the original answer, embodying a sophisticated, outcome-driven segmentation that drives targeted innovation-a nuanced evolution of market research.

Reference:GInICInP Handbook, Section on Needfinding and Market Segmentation.

NEW QUESTION # 87

When initiating a brainstorming session, the facilitator would pose 2-3 questions to frame the challenge and thus establish the context for the session.

Select one correct answer from the list:

- A. Set the pace
- B. Create motivation
- **C. Establish the context**
- D. Create a tone

Answer: C

Explanation:

GInI'sCInP Handbook outlines brainstorming as a structured ideation tool within the Front End, where the facilitator's role is to define the problem space clearly. Posing 2-3 questions "to frame the challenge" is about

"establishing the context"-setting boundaries, focus, and intent (e.g., "What customer pain points can we solve?"). This ensures participants align their creativity toward a specific goal, a practice rooted in GInI's Breakthrough Innovation Method. Option A, "set the pace," relates to timing, not framing. Option B, "create motivation," is a byproduct, not the primary aim. Option C, "create a tone," is vague and secondary to context.

Option D directly matches the question and GInI's guidance, where context drives effective ideation. The original answer (D) is correct, reflecting GInI's structured approach to creative processes, ensuring clarity precedes divergence.

Reference:GInICInP Handbook, Section on Brainstorming Facilitation.

NEW QUESTION # 88

_____ are prototypes intended to convey the appearance of a particular artifact, even though they may not have the functionality of said artifact.

Select one correct answer from the list

- A. Sounds-Like Prototypes
- B. Feels-Like Prototypes
- **C. Looks-Like Prototypes**
- D. Works-Like Prototypes

Answer: C

NEW QUESTION # 89

Incentives are used for what purpose?

Select one correct answer from the list:

- A. To pressure and coerce people into engaging in the innovation program.
- **B. To encourage people to engage in the innovation program in the first place.**
- C. To force people to engage in the innovation program even if they do not want to.
- D. To reward people for having engaged in the innovation program.

Answer: B

NEW QUESTION # 90

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