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GIInI Certified Innovation Professional (CInP) Sample Questions (Q137-Q142):

NEW QUESTION # 137

To be productive, an Innovation Management System must have an effective Assimilation Process. That process will involve three activities, namely challenging, accumulating, and aggregating.

Select one correct answer from the list:

- A. Mocking, choosing, and lumping
- **B. Challenging, accumulating, and aggregating**
- C. Provoking, picking, and clustering
- D. Asking, gathering, and sorting

Answer: B

Explanation:

GIInI's Certified Innovation Professional (CInP) Handbook outlines the Assimilation Process within the Innovation Management System (InMS) as a critical mechanism for processing ideas into actionable inputs.

This involves three specific activities: "challenging" (questioning assumptions or viability of ideas),

"accumulating" (collecting and compiling ideas from various sources), and "aggregating" (grouping or synthesizing them into coherent categories or themes). These steps ensure the system filters and organizes raw creativity effectively, aligning with Stage 1 (The

Innovation Funnel) and beyond. "Mocking, choosing, lumping" (A) is dismissive and imprecise. "Asking, gathering, sorting" (B) is close but lacks GInI's emphasis on critical challenge. "Provoking, picking, clustering" (D) shifts tone and misses accumulation's breadth.

Option C matches GInI's exact terminology, aligning with the original answer, reflecting a structured, analytical approach to idea intake—a foundational GInI process for productivity and rigor in innovation management.

NEW QUESTION # 138

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

Answer: D

Explanation:

GInI's CInP 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: GInI CInP Handbook, Section on Needfinding and Market Segmentation.

NEW QUESTION # 139

Becoming an Innovation Manager gives one a chance to make a name for themselves by _____.

Select one correct answer from the list

- A. leading the most radical and demanding innovation efforts
- **B. demonstrating leadership skills and business acumen**
- C. demonstrating lean thinking skills and financial acumen
- D. showing off how much they know

Answer: B

NEW QUESTION # 140

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

Answer: D

Explanation:

GInI's CInP 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.

NEW QUESTION # 141

_____ people make for good Innovation Team members because they love trying out new business ideas.

- A. Inherently brilliant
- B. Power-hungry
- C. Reckless
- D. Highly entrepreneurial

Answer: D

Explanation:

Highly entrepreneurial people are excellent Innovation Team members because they have a natural inclination to experiment with new business ideas. They possess the mindset and drive required to take calculated risks, explore new possibilities, and find innovative solutions. Their entrepreneurial spirit fuels creativity and the willingness to push boundaries, which are essential for driving successful innovation initiatives. These individuals are not afraid to test unproven concepts, make mistakes, and learn from them, making them invaluable assets in an innovation-driven environment. The Innovation Professional (CInP) curriculum emphasizes the importance of fostering an entrepreneurial mindset within innovation teams, as it enhances the ability to generate novel ideas and bring them to fruition. Entrepreneurial individuals are proactive in seeking opportunities and have the resilience to navigate the challenges that come with pioneering new business models or products.

NEW QUESTION # 142

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