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GInI Certified Innovation Professional (CInP) Sample Questions (Q23-Q28):

NEW QUESTION # 23

For projects developing products in the Back End, once final funds are released and capital equipment has been procured, the Operations Team will begin preparations to ready the product for pilot and eventual launch.

Select one correct answer from the list:

- **A. Begin preparations to ready the product for pilot and eventual launch**
- B. Start production
- C. Begin their production planning work
- D. Start helping the marketing team produce effective marketing collateral for the product

Answer: A

Explanation:

The CInP Handbook details that in the Back End, after funding and equipment are secured, the Operations Team focuses on "preparations to ready the product for pilot and eventual launch." This includes pilot planning (e.g., small-scale testing) and launch logistics (e.g., supply chain readiness), ensuring the product is market-ready. Option A, "marketing collateral," is outside Operations' scope. Option B, "production planning," occurs earlier in design phases. Option C, "start production," jumps ahead—pilots precede full production. Option D aligns with GInI's sequence, matching the original answer, reflecting a phased approach where pilots validate scalability before launch, a risk-management strategy central to GInI's Back End process.

NEW QUESTION # 24

Good Innovation Teams - those populated with the right types of individuals - should be given what in their work?

Select one correct answer from the list

- A. Detailed instructions and clear guidance.
- **B. Latitude and autonomy.**
- C. A strict, well-defined mandate with predefined plans.
- D. Lots of opportunities to play and have fun.

Answer: B

NEW QUESTION # 25

Some of the commonly-used other types of Market Research include Sentiment Analysis, Brand Tracking, and Social Media Listening.

Select one correct answer from the list:

- A. Cognitive Task Analysis, Collaborative Mind-Mapping, and Value Web Analysis
- B. Customer Co-Creation, Kepner-Tregoe Studies, and Time & Motion Studies
- C. Anthropometric Studies, Usability Studies, and Aptitude Studies
- **D. Sentiment Analysis, Brand Tracking, and Social Media Listening**

Answer: D

Explanation:

GInI's CInP Handbook categorizes Market Research as a broad toolset for understanding markets and customers, including "Sentiment Analysis" (gauging opinions), "Brand Tracking" (monitoring brand perception), and "Social Media Listening" (analyzing online conversations). These are widely recognized, practical methods in GInI's framework, often used in the Front End to inform opportunity identification.

Option A includes "Customer Co-Creation" (an innovation method, not pure research), "Kepner-Tregoe Studies" (decision-making, not market research), and "Time & Motion Studies" (efficiency analysis, not market-focused). Option B's "Anthropometric Studies" (physical measurements), "Usability Studies" (design testing), and "Aptitude Studies" (ability assessment) are niche or misaligned. Option C's "Cognitive Task Analysis," "Collaborative Mind-Mapping," and "Value Web Analysis" are analytical or ideation tools, not market research. Option D directly matches GInI's examples, aligning with the original answer, reflecting a data-driven approach to capturing market signals—vital for strategic innovation planning.

Reference: GInI CInP Handbook, Section on Market Research Techniques.

NEW QUESTION # 26

Stage 2 of the GInI InMS is where _____ are used to engage the organization for the purpose of having them identify new ideas and opportunities for the business.

Select one correct answer from the list

- A. games
- B. engagement plans
- C. Mechanisms of Engagement
- D. rewards

Answer: C

NEW QUESTION # 27

Coming out of a brainstorming session, a group should carry forward a wide-ranging selection of ideas for subsequent evaluation and potential prototyping. This ensures they preserve the full breadth of concepts they generated and do not revert back to the obvious "safe" choices.

Select one correct answer from the list:

- A. Revert back to the obvious "safe" choices
- B. Get too far away from who the business is
- C. Revert back to the blue sky dreaming that so many of them are prone to
- D. Get too carried away with crazy, radical ideas

Answer: A

Explanation:

GInI's CInP Handbook advocates preserving a "wide-ranging selection of ideas" post-brainstorming to maintain creative diversity, avoiding the trap of defaulting to "obvious 'safe' choices" that lack innovation.

This aligns with the Front End's exploratory nature, where broad ideation feeds into evaluation and prototyping, ensuring breakthrough potential isn't stifled by premature convergence. Option A, "crazy, radical ideas," misrepresents the goal; breadth includes bold ideas but isn't about excess. Option B, "who the business is," suggests identity drift, not the question's focus. Option C, "blue sky dreaming," implies unfocused ideation, not a post-session risk. Option D captures GInI's warning against conservative bias, matching the original answer and reinforcing the need to challenge the status quo—a core GInI principle.

NEW QUESTION # 28

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