Managing Change Creativity and Innovation 5th edition Dawson Test Bank

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Managing Change Creativity and Innovation (5th)

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Total Questions: 10

Multiple Choice (10)

Q1. *[Multiple Choice]*

Processes of change, creativity and innovation are central to organizations operating in increasingly unpredictable environments that require organizations' to evaluate their competitive performance on a continuing basis. This turbulence heightens the need for companies to evaluate their:

a) marketing materials
b) branding
c) competitive performance ✓ correct
d) all of these

Q2. *[Multiple Choice]*

What concept draws on an understanding of the past and assessment of the present in developing new strategic directions for the future?

a) Centrality
b) Foresight ✓ correct
c) Strategizing
d) Hindsight

Q3. *[Multiple Choice]*

While 'change for change's sake' is often a recipe for disaster, one famous historic quotation draws attention to the problem of inaction. In referring to inaction, the writer states 'Things alter for the worse spontaneously, if they be not altered for the better designedly.' The quotation is attributed to:

a) Francis Drake
b) Oliver Cromwell
c) Francis Bacon ✓ correct
d) Elizabeth I

Q4. *[Multiple Choice]*

Numerous definitions have been proposed for creativity and the creative process. Creativity is seen to combine cognitive and unconscious elements as well as being associated with thinking 'outside of the box'. This view of is attributed to:

a) Edward De Bono ✓ correct
b) Henry Mintzberg
c) David Bohm
d) John Thompson

Q5. *[Multiple Choice]*

The contextual processes of innovation require people (the creators of ideas) to draw on which of these resources

a) knowledge
b) understanding
c) technologies
d) all of the above ✓ correct

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Q6. *[Multiple Choice]*

A key aim of change management is to manage processes in a way that ensures the likelihood of:

a) resisting an initiative imposed by others
b) defining the unknowable
c) gaining new perspectives
d) attaining a preferred future ✓ correct

Q7. *[Multiple Choice]*

For Belussi (2012), creativity is the first step in the generation of ideas that is part of a longer journey towards:

a) managerial responsibility
b) entrepreneurship
c) future orientation
d) innovation ✓ correct

Q8. *[Multiple Choice]*

Innovation theory is a complex concept, and a common characterization of innovation is:

a) the translation of new ideas into commercial products, processes and services ✓ correct
b) that it only refers to the implementation of new technology
c) something only creative people do
d) all about generating new ideas and rather than new products

Q9. *[Multiple Choice]*

Although 'gig' work provides freedom from the ties of full-time employment, it also lacks the support and benefits associated with:

a) part-time work
b) temporary work
c) employment contracts ✓ correct
d) self-employment

Q10. *[Multiple Choice]*

Bessant and Tidd draw on which inventor in emphasizing how innovation is not just about generating new ideas but also the '*process*of growing them into practical use'?

a) Dyson
b) Edison ✓ correct
c) Tesla
d) Morse

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