



Business Idea Prooduction.d

- 1 ... starts with defining or reframing the opportunity.
- 2 Idea generation is the ... in the idea development process.
- 3 Idea evaluation and selection is the ... in the idea development process.
- 4 The ... in the idea development process involves planning for implementation, identifying and overcoming likely blocks to implementation
- 5 The James Dyson case study demonstrates that the idea development process is an ... within which ideas are crafted, molded and reinvented into valuable business opportunities.
- 6 Thomas Edison claimed that creativity is '1 per cent inspiration and ... perspiration
- 7 The original business idea represents only a ... of the entrepreneurial jigsaw puzzle.
- 8 Every good business idea must solve ...
- 9 Rushing to implement a business idea can also blind you to its
- 10 Creativity is needed for all business aspects except
- 11 .. is needed at every step of the idea development process.
- 12 ... of the brain is the domain of visualization and intuition.
- 13 ... of the brain is characterized by thinking in terms of symbols and words.
- 14 ... of the brain performs logical thinking, judgement, speaking and mathematical reasoning.
- 15 ... thinking draws on the power of divergent reasoning, which is the ability to create a multitude of original, diverse ideas and to investigate issues from the widest set of perspectives.
- 16 There are three key steps to mastering whole-brain thinking as it applies to the idea development process. They include all except





- 17 Ground rules for divergent thinking includes all
- 18 Ground rules for convergent thinking include all except
- 19 Creative whole-brain thinking is not some mysterious and rare talent reserved for a select few – it represents a set of
- 20 The opposite of convergent thinking is
- 21 In the idea development process, it is smart to identify the ... before the solution
- 22 It is a smart move to treat your first idea as purely ...
- 23 ... of the intended business opportunity is one of the biggest reasons for business failure
- 24 A key source of inspiration for development of business idea is ...
- 25 For whole-brain thinking it involves ... thinking.
- 26 The cardinal rule when gathering ideas and information is to pursue ...
- 27 ... is a precursor to, and then an iterative companion process to, seeking and shaping the opportunity
- 28 The very act of searching for information may provoke ...
- 29 S in SWOT means
- 30 Which of this tool is used by Toyota in the 1970s to attack the root causes
- 31 A moment of insight is referred to as an ... moment.
- 32 ... also ensures that whole areas of potential importance are not overlooked
- 33 Which of this is not a Mind Gym exercise?
- 34 Which of this not a Individual routine type of checklist?
- 35 Mind-mapping is a Individual routine for
- 36 Ground rules for productive mental workouts includes all except





- 37) ... is the product improvement developed by G. A. Davis and others uses seven items to stimulate idea generation.
- 38) The S in SCAMBER represents
- 39) The M in SCAMBER represents
- 40) The A in SCAMBER represents
- 41) For the Cobra beer case study what constituted to his big win?
- 42) The third step in idea development is
- 43) The purpose of evaluation and selection of ideas is to
- 44) Evaluating business ideas typically follows a two-phase process, the first is
- 45) Evaluating business ideas typically follows a two-phase process, the second is
- 46) The criteria grid method allows you to
- 47) An alternative method of coarse-screening ideas is to use a simple yes/no
- 48) Automatically to select out ideas which do not satisfy the bare minimum criteria is called
- 49) The ... is a useful technique for combining person-focused criteria in an evaluation of specific business ideas.
- 50) Your immersion in the ... during the fact-finding phase in step one of the idea development process will now allow you to answer critical questions.
- 51) ... involves creating the list of positive actions required to bring your idea to market.
- 52) The fourth step of the idea development process is
- 53) ... is to increase the likelihood of turning your idea into a successful entrepreneurial venture by identifying, and then resolving, potential blocks to implementation.
- 54) Implementation matters so much because





- 55 The blocks to Implementation include all except
- 56 The natural inclination of conventional thinking to ...
- 57 Recruiting and retaining appropriate staff can be a major block for a
- 58 Competitive reaction is clearly one of the likeliest
- 59 A technique to identify blocks to implementation is
- 60 The following are typical of the kinds of problem that require creative thinking except
- 61 Evaluating and implementing ideas is perhaps the hardest part of the ... process.
- 62 ... involved breaking down and restructuring our knowledge about something in order to gain new insights into its nature.
- 63 ... (1954) thought of creativity as having two levels.
- 64 According to Maslow (1954), primary creativity is ...
- 65 According to Maslow (1954), ... as a characteristic possessed by many scientists in their collective search for discovery
- 66 ... is an act of creativity that results in a device, process or technique that is novel enough to produce a significant change in the application of technology.
- 67 ... is this comprising changes to attributes of product, resulting in a change in the way the product is perceived by consumers
- 68 ... is this relating to changes to a service or product production process.
- 69 The two general theories of invention are the deterministic and the ...
- 70 According to ..., creativity requires a coming together of six clear-cut yet interconnected assets
- 71 Which is not an asset of the investment theory of creativity
- 72 Which of the the investment theory of creativity refers to how skills are employed by people?
- 73 Which of the the investment theory of creativity refers to Intrinsic, task-focused motivation is regarded as essential to creativity?





- 74 The brain has ... cerebral hemispheres
- 75 The primary mental processes of these hemispheres include vision, hearing, body senses, reasoning and
- 76 Each brain hemisphere is to be found ... half of the limbic system
- 77 The Whole Brain Model presents four distinct thinking styles. The upper (cerebral) left for ...
- 78 The Whole Brain Model presents four distinct thinking styles. The lower (limbic) left ...
- 79 The Whole Brain Model presents four distinct thinking styles. The Upper (cerebral) right is for ...

