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Chapter 2: Digital is different?

1. Digital innovation is a new phenomenon which first appeared in the 21st century.

True

False*

2. Which of these is NOT an example of digital innovation?

Apps for ride sharing

Online banking

Cinnamon-infused craft beer *

Online auctions (like eBay)

3. Digital innovation is only applicable in manufacturing sectors since it deals with controls, robots and automation.

True

False*

4. Which of these is NOT a feature of online collaborative platforms for innovation support?

Ideation support – offering open gateway for people to contribute their ideas

Evaluation through the use of internal voting, idea markets and other ways to ‘crowdsource’ judgements on which projects to work on

Campaigns focussing 'sprint' efforts towards solving particular strategic problems

Knowledge management, capturing and synthesising all information from the platform, finding patterns and enabling linkages and redeployment of knowledge elsewhere in the organization

Payroll and employee career development *

5. Knowledge management is primarily concerned with the construction and maintenance of patent databases.

True

False*

6. 'Crowdsourcing' of ideas can be used to support innovation. Which of these is NOT an option?

Innovation contests, drawing in a wide range of ideas as inputs to specific innovation challenges

Innovation markets where seekers of solutions can be matched with potential solvers

- Innovation communities where shared experiences, ideas and experiments can create shared knowledge
- Trade union organization and representation*

7. Collaborative innovation platforms are only used to engage and crowdsource ideas from employees within large organizations.

True

False*

8. Which of these is NOT a digital platform business?

Netflix

Starbucks “

Amazon

Apple

9. Which of the following tools is NOT a digitally based support mechanism for innovation management?

- a. 3D printing and prototyping
- b. Netnography, using online communities to provide market research information
- c. Collaborative platforms to crowdsource employee suggestions
- d. Quality function deployment *

10. Digital innovation is primarily concerned with using advanced computer design tools to create and visualise new products. True/false) False)