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# GInI CInA

**Certified Innovation Associate (CInA)**

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## Question: 1

How does a service innovation typically create competitive advantage?  
Response:

- A. By increasing the size of production machinery
- B. By changing only internal reporting
- C. By enhancing the customer experience through unique value
- D. By replicating competitors

**Answer: C**

## Question: 2

Innovation research aims to discover \_\_\_\_\_ that guide decisions about what to build and why.  
Response:

- A. schedules
- B. permissions
- C. insights
- D. taxes

**Answer: C**

## Question: 3

How can businesses ensure smooth transitions across the three innovation zones?  
Response:

- A. By isolating innovation teams from the rest of the business
- B. By encouraging sudden handoffs
- C. By using consistent processes, clear roles, and effective knowledge transfer
- D. By skipping pilot testing

**Answer: C**

## Question: 4

Which phrase best summarizes the purpose of the GInI Breakthrough Innovation Method?  
Response:

- A. Only fixing minor inefficiencies
- B. Supporting everyday operations
- C. Generating and shaping radically new solutions
- D. Recording routine expenses

**Answer: C**

### Question: 5

A winning business plan should clearly communicate the venture's \_\_\_\_\_ and competitive advantage.  
Response:

- A. travel policies
- B. parking spots
- C. market opportunity
- D. tax filings

**Answer: C**

### Question: 6

What is the main purpose of applying creativity techniques in innovation projects?  
Response:

- A. To guarantee overnight success
- B. To copy competitor solutions
- C. To stimulate new thinking and unlock fresh ideas
- D. To standardize accounting processes

**Answer: C**

### Question: 7

Which deliverable would most likely emerge from the mid zone of an innovation project?  
Response:

- A. A polished marketing campaign

- B. A final commercial product
- C. A validated prototype or minimum viable product
- D. Annual audit reports

**Answer: C**

### Question: 8

You are reviewing an innovation project proposal. What question should you ask to confirm it qualifies as innovation?

Response:

- A. Does it increase profit in the first month only?
- B. Does it fit our compliance policy?
- C. Is it new to the organization and capable of delivering new value?
- D. Is it the same as last year's solution?

**Answer: C**

### Question: 9

Why is stakeholder engagement important when running innovation projects?

Response:

- A. It delays progress
- B. It restricts creative ideas
- C. It builds support, resources, and alignment
- D. It prevents feedback

**Answer: C**

### Question: 10

When a business introduces a new method for customer engagement, what type of innovation is this?

Response:

- A. Marketing or business model innovation
- B. Production innovation
- C. Intellectual property innovation
- D. Regulatory innovation

**Answer: A**



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