

Review Questions

Question 1:

- a) What is a business model?
- b) With the help of examples, briefly give the difference between an innovation myth and mantra.
- c) Radical or incremental Innovation, what is the difference?
- d) 'The best ideas always win'. What do you understand by this myth?

Question 2:

- a) Compare and contrast 'innovation', 'competitiveness' and 'productivity'.
- b) How would you know if a business model is traditional or modern?
- c) What are the most common characteristics of a 'business model'?
- d) What are the advantages of finding the right 'innovative business model'?

Question 3:

- a) What do you understand by the term 'business model canvas'?
- b) Give and explain the four important components of a business model.
- c) 'Business model innovation' is one important part of 'business design'. Briefly discuss, its components and from the perspective of a business entity.

Question 4:

- a) Great businesses talk of 'Process innovation'. What is it and what is it made of?
- b) If you were to develop a new product for the company you work for, what process would you use?

Question 5:

- a) Suppose you are the director general of one of the big hotels in Kigali. Briefly discuss how you would keep your company ahead of others in terms of innovation.
- b) Sketch a balanced scorecard for your hotel.

Question 6:

Give at least two countries leading innovation from:

- a) Upper middle income countries?
- b) Lower middle income countries?

Question 7:

- a) In one or two paragraphs, discuss the implementation of a 'business model'.
- b) What do you understand by the term 'value chain'?

Question 8:

- a) Give at least four drivers of 'product innovation'.
- b) What do you understand by 'process innovation'?

Question 9:

Discuss disruptive innovations with regards to companies such as Apple, Dell and Samsung.

Question 10:

Give and explain the stages of developing a new product.

Question 11:

Differentiate 'business process re-engineering' from 'business process mapping'.

Question 12:

- a) What is 'change management'?
- b) Which steps can you apply to make change smooth in any business?

Question 13:

- a) Give at least five characteristics of innovative companies.
- b) People leadership, what's that?
- c) Differentiate a 'team' from a 'group'.
- d) What are the life stages of a team?

Question 14:

- a) Differentiate a committee from a 'problem-solving' team.
- b) Discuss two important communication strategies that you know.
- c) With the help of examples, differentiate a 'trademark' from a 'trade dress'.

Question 15:

- a) How do you understand 'leadership'?
- b) One of the myths of leadership is that 'leaders work smarter, not harder'. Discuss this in a paragraph or two.

Question 16:

- a) There are four main reasons that people take as rewards for their work. Discuss each one of them and give examples where necessary.
- b) Suppose you are the new sales director of a big bank in Rwanda. How do you respond to the 'voice of the customer'?

Question 17:

- a) What is 'organizational change'?
- b) List some internal as well as external forces for change;

Question 18:

- a) There are three main categories of change and more than 10 areas where change can take place in any organization. Elaborate this with good examples.
- b) If you were to lead change in an organization, what is the process you would go through?
- c) Discuss the different ways in which to implement change.

Question 19:

- a) Give and explain the characteristics of services that have implications for innovation.
- b) Compare and contrast open and closed innovations.

Question 20:

- a) Give and explain an example of your choice about an innovative service that you know.
- b) Whether a product or service innovation; what's the difference?

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