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Question: 1

The _____ phase uses brainstorming as a way to generate as many ideas as possible to meet the need identified in the _____ phase.

Note: There are 2 correct answers to this question.

- A. Reverberation
- B. Defloration
- C. Inspiration
- D. Ideation

Answer: C, D

Explanation:

Question: 2

Those companies that succeed in identifying and satisfying the needs of customers have a better chance of gaining that all-important _____.

Note: There are 1 correct answers to this question.

- A. Empathize
- B. Competitive edge
- C. Ideate
- D. Test

Answer: B

Explanation:

Question: 3

Divergent thinking is similar to the practice of _____, which free the imagination, opens up our minds to a wealth of opportunities and possibilities, and helps us become more innovative.

Note: There are 1 correct answers to this question.

- A. Over
- B. Start
- C. Close
- D. Play

Answer: D

Explanation:

Question: 4

An idea is deemed successful if it strikes a balance among these three main criteria:

Note: There are 3 correct answers to this question.

- A. Desirability - who will want to use or buy the product/service?
- B. Viability - how sustainable is the idea in the long term?
- C. Feasibility - what can be possibly achieved in the near future?
- D. Differentiability - what is engaging with people directly?

Answer: A, B, C

Explanation:

Question: 5

What is the golden rule of interviewing?

Note: There are 1 correct answers to this question.

- A. Expertise
- B. Actively listen to the other person
- C. Confidence
- D. Statement

Answer: B

Explanation:

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