

# GInI CInP

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# Latest Version: 6.0

## Question: 1

Open Innovation is a concept that deals with the strategic philosophy around \_\_\_\_\_.  
Response:

- A. When a business should develop and commercialize new innovations
- B. Where and how a business goes about developing and commercializing new innovations
- C. Where and how a business goes about finding new customers
- D. Where and how a business goes about branding and marketing new innovations

**Answer: B**

## Question: 2

What are essential components of a high-performing innovation management system?  
Response:

- A. Leadership commitment
- B. Innovation portfolio processes
- C. Informal idea channels only
- D. Dedicated innovation metrics

**Answer: A,B,D**

## Question: 3

With experience, Project Leaders learn to \_\_\_\_\_ to ensure the necessary actions are taken to follow a good innovation process.  
Response:

- A. manage each detail of the work their team does
- B. cast a compelling vision
- C. structure the work of their projects
- D. recruit very capable people

**Answer: C**

### Question: 4

What is the primary benefit of aligning innovation strategy with corporate strategy?

Response:

- A. Faster product delivery
- B. Greater employee retention
- C. Higher alignment of innovation initiatives with long-term goals
- D. Reduced legal liability

**Answer: C**

### Question: 5

Which of the following frameworks is central to innovation governance according to GInI?

Response:

- A. Six Sigma
- B. Innovation Maturity Model
- C. Business Model Canvas
- D. Balanced Scorecard

**Answer: B**

### Question: 6

Which document captures the essential features, target users, and value proposition of a proposed innovation?

Response:

- A. Sales proposal
- B. Market survey
- C. Innovation brief
- D. Press release

**Answer: C**

### Question: 7

In order to manage the different stakeholders to a given Innovation Project, the Project Leader must figure out what each stakeholder's \_\_\_\_\_ are, and how to thereby leverage those to achieve, overall, what needs to be accomplished.

Response:

- A. Thoughts
- B. Motivations
- C. Favorite things
- D. Breaking points

**Answer: B**

### Question: 8

A cardinal rule for Project Leaders leading their teams in needfinding is to never pursue innovation for the sake of being innovative. Why is this?

Response:

- A. Without a clear understanding of the deeper market need involved, it usually just results in another "me too" offering
- B. It may raise different stakeholders' expectations too high beyond what the business can safely deliver
- C. They must also combine the innovation with effective marketing if they really want to look innovative
- D. Because being innovative is now looked down upon by most customers

**Answer: A**

### Question: 9

A formal \_\_\_\_\_ ensures that innovation work remains aligned with business goals.

Response:

- A. Change request
- B. Innovation charter
- C. Marketing brief
- D. Security audit

**Answer: B**

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