

Second Semester Exam in Oral Expression, May 2024/2025

Model Answers

Exercise 1: Are the following statements true or false?(5pts)

1. ... **False** .This podcast focuses on some of the downsides of innovation.
2. ... **True** . If they do not innovate, businesses will not survive.
3. ... **False** There are three main types of innovation.
4. ... **True** Incremental innovation involves a series of small changes.
5. ... **True**....Disruptive innovation involves introducing a change that has an impact on the existing market.
6. ... **False**Architectural innovation relates to the complete restructuring of the market.
7. ... **False**Dyson's move from vacuum cleaners to hairdryers is an example of radical innovation.
8. ... **True**Radical innovation can lead to the death of existing markets.
9. ... **False** The speaker suggests that you test your idea before you try to get support for it.
10. ... **False** The evaluation stage is when you think about exactly how to implement your ideas.

Exercise 02: Listen to the audio track again and answer the following questions. (5pts)

1. What distinguishes incremental innovation from radical innovation?

"Incremental innovation involves innovating in increments, or small stages. It focuses on existing markets and technologies and aims to make improvements and design changes to existing products and services."

"Radical innovation... is where a completely new idea is created for a market that doesn't exist yet."

2. What is architectural innovation, and how did Dyson illustrate it?

"Architectural innovation involves taking successful ideas from one market or industry and applying them to a new or different market. A good example of this can be seen in vacuum company Dyson's entry into the hand dryer and hairdryer market."

3. What are the five stages of innovation mentioned in the podcast?

"Idea generation. Then, get support. Next, experiment and test out the idea. The fourth stage is evaluation and finally implementation."

Exercise 03: Fill in the gaps with the correct words as you listen to the podcast: (10pts)

-The (1)of this podcast is to think about innovation and why it's important, and also to look at different types and stages of innovation.

-You will (2) have a better (3) of the topic of innovation and be able to better understand and (4)innovation in both your working and personal lives.

- It's what forces us to (5) in the business world.

(6) innovation aims to bring new ideas, like technology or (7), to existing markets. In that sense, the innovations will (8)the market and the companies currently serving that market. The first (9) smartphones disrupted the mobile phone industry because up to then, mobile phones had buttons and (10)

-A good example of this can be seen in vacuum company Dyson's entry into the hand dryer and hairdryer market. Their advanced (11) technology from their (12) cleaners was applied in reverse to machines that (13) air.

-In the case of these examples, it's personal hairdryers and hand dryers in public (14)

-And finally, we come to (15) innovation. This is where a (16) new idea is created for a market that doesn't exist yet.

-Often (17) up existing markets. For example, (18) and (19) of digital and downloadable music has practically led to the death of music CDs, and even DVDs. Similarly, film and TV streaming services may lead to the (20)of traditional TV within a few short years.

Answer Key:

1-focus

- 2 hopefully
- 3 grasp
- 4 drive
- 5. compete
- 6 Disruptive
- 7 processes
- 8 disrupt
- 9 touchscreen
- 10 keypads
- 11. airflow
- 12. vacuum
- 13. blow out
- 14. toilets
- 15. radical
- 16. completely
- 17. swallows
- 18. birth
- 19. growth
- 20. demise

