

# Module 3: Business Brainstorm

## Student Evaluation Form : Answer Key

Answers in red, bold font.

### 1. Entrepreneurs are most likely to...

- A. Sit still
- B. Get caught in a rut
- C. Think outside the box or triangle**
- D. Not play
- E. Be followers rather than leaders

### 2. What are some of the "don'ts" for effective brainstorming?

- A. Evaluate anything**
- B. Capture everything
- C. Encourage participation
- D. Ask clarifying questions
- E. Write things down

### 3. What are some of the do's for effective brainstorming?

- A. Ask judging questions
- B. Force participation
- C. Ask clarifying questions**
- D. Evaluate anything
- E. Hog the show

### 4. What are some things that entrepreneurs are always on the lookout for?

- A. New opportunities
- B. Finding a problem that's already solved
- C. A new job at another company
- D. Innovative ideas
- E. Both A and D\***

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5. What makes ideation different from brainstorming?

- A. Brainstorming is done in a group, while ideation is an individual exercise
- B. The process of ideation seeks solutions for problems that are not yet defined, in many cases.**
- C. Ideation involves looking at existing problems, while brainstorming tries to come up with new solutions
- D. Ideation is done at night, while dreaming, while brainstorming is done during the day
- E. None of the above

6. True or False: Both brainstorming and ideation are processes invented to generate as many ideas as possible.

- A. True**
- B. False

7. True or False: To be a successful entrepreneur, it is essential that one graduates from college.

- A. True
- B. False**

8. True or False: Ideation is more visionary compared to brainstorming and seeks solutions for problems that are not yet defined in many cases.

- A. True**
- B. False

9. True or False: It is important to ask clarifying questions while brainstorming in order to create new valuable ideas and insights.

- A. True**
- B. False

10. Please share something you learned for the first time or inspired you during today's session.

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