

## > TEST BANK 4

*This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false, and fill in the blank questions based on the text and arranged by chapter. A separate answer key is available.*

### CHAPTER FOUR: NETWORK FORECASTING

- 1 What is network forecasting about? (p. 94)
- 2 In network science, members are sometimes referred to as what?
  - a. Laggards
  - b. weak-ties
  - c. nodes
  - d. memes
  - e. none of the above
- 3 Why are weak-tie networks more likely to generate new ideas?
- 4 What is the 80/20 principle in networks?
- 5 Explain why a hierarchical network is so called? What are the advantages and disadvantages of a hierarchical network?
- 6 What is the main difference in structure between a collaborative network and a hierarchical one? What is the advantage of this?
- 7 List three examples of collaborative social networks.
- 8 What does COINs stand for?
  - a. company internal networks
  - b. collaborative industry networks
  - c. collaborative innovation networks
  - d. cool innovation networks
  - e. none of the above
- 9 What is meant by network reciprocity?
- 10 Why are distributive networks so-called?
- 11 True or false? Distributive networks limit those who can join and use them.
- 12 List three uses for distributive networks.