**Larbi Ben M’hidi University- OEB Name........................................**

**Department of English**

**Level: 1st Year LMD Students Gr: .....................**

**Module: Oral Expression**

**Listening Comprehension Activities**

**Exercise 1:**

a. to stop developing or making progress

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| 1. …… demise b. different from the usual way of doing something  2. …… a stakeholder  3. …… to implement c. the end of something that used to exist  4. …… unconventional d. someone who has a connection to your work and will also  benefit from its success  5. …… to stagnate e. a first test version of a new product  6. …… a prototype f. to officially start using an idea and making changes connected  to it |
| **Exercise 2:**  Decide whether the statements are true or false.   |  | | --- | | 1. This podcast focuses on some of the downsides of innovation.  2. If they do not innovate, businesses will not survive.  3. There are three main types of innovation.  4. Incremental innovation involves a series of small changes.  5. Disruptive innovation involves introducing a change that has an impact on the existing market.  6. Architectural innovation relates to the complete restructuring of the market.  7. Dyson’s move from vacuum cleaners to hairdryers is an example of radical innovation.  8. Radical innovation can lead to the death of existing markets.  9. The speaker suggests that you test your idea before you try to get support for it.  10. The evaluation stage is when you think about exactly how to implement your ideas. |   **Exercise 3:**   |  | | --- | | Write a number (1–5) to put the stages of innovation in order. | | ……..Get support for your idea.  ………Implement your idea.  ……….Generate an idea and create a plan or proposal.  ………..Experiment and test your idea.  ………..Evaluate your idea and adapt it if necessary. | |  | |  | |  | |
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