

Intelligent Business

Unit 15 Innovation Review Questions from the Intermediate Coursebook

- 1) What is a prototype?
 - a) a design for a new type of product
 - b) a product which is similar to others
 - c) an old-fashioned design
- 2) Which sentence is true?
 - a) Innovations can be risky.
 - b) Innovations are never unsuccessful.
 - c) Innovations are always cheaper than the originals.
- 3) If a project bombs then it is ...
 - a) successful.
 - b) unsuccessful.
 - c) impossible.
- 4) He made a spectacular ... in the field of medicine.
 - a) revamp
 - b) achievement
 - c) borderline
- 5) What is a subscriber?
 - a) a person who registers to use a new service.
 - b) a person isn't interested in new services
 - c) a person who works in development
- 6) 'They should have known that it would be a failure.' Which sentence has the same meaning?
 - a) It was clear from the start.
 - b) It was impossible to know.
 - c) It was a possibility.
- 7) A person who sets up a brand new business area is ...
 - a) an inventor.
 - b) an entrepreneur.
 - c) a businessman.
- 8) Sorting out problems is also called ...
 - a) troubleshooting.
 - b) brainstorming.
 - c) predicting.
- 9) What is a margin?
 - a) the increase in price due to taxation
 - b) the difference between the buying and selling price
 - c) a big profit for the seller
- 10) He received an ... for his innovative designs.
 - a) achievement
 - b) accomplishment
 - c) award

