

# Innovation Landscape

Business & Technology · Practice Test · 10 Questions

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**1. According to Henry and Walker (1991), what are the components of innovation?**

- A) Conception + Invention + Exploitation
- B) Research + Development + Marketing
- C) Ideation + Prototyping + Testing
- D) Planning + Execution + Analysis

**2. Which of the following companies is NOT explicitly mentioned as a market leader in 2015?**

- A) Samsung
- B) Apple
- C) Tesla
- D) Netflix

**3. What is a key characteristic of the European tradition of innovation studies?**

- A) Concern with commercialised invention
- B) Focus on technological change in industrial production
- C) Emphasis on social impact
- D) Prioritizing basic research

**4. What is the primary focus of the Doing, Using and Interacting (DUI) mode of innovation?**

- A) Learning by doing and use of networks
- B) Science and technology model
- C) Linear model of innovation
- D) Triple Helix Model

**5. Which innovation model includes interconnected cycles?**

- A) Cyclic model of innovation (CIM)
- B) Funnel model of innovation
- C) Linear model of innovation
- D) Triple-Helix model of innovation

**6. Which country was recognized as the leading innovator in the late eighteenth and early nineteenth centuries?**

- A) Britain
- B) United States
- C) Germany
- D) France

**7. Which model emphasizes the interaction between university, industry, and government in fostering innovation?**

- A) Triple-Helix model
- B) Cyclic model
- C) Funnel model
- D) Linear model

**8. What is one way governments can help innovation?**

- A) Promoting research and technology
- B) Restricting foreign investment
- C) Ignoring industry needs
- D) Decreasing R&D spending

**9. According to the text, what fueled 19th-century economic development?**

- A) Technological innovations
- B) Political reforms
- C) Social movements
- D) Increased trade

**10. What is a characteristic of disruptive innovations?**

- A) Incumbents in an industry do not respond well to dramatic shifts in behavior
- B) Incumbents quickly adapt to the changes
- C) They have no impact on the market
- D) They are easily managed by firms