

# Apple's Innovation and Market Success

Business · Answer Key · 8 Questions

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**1. What product significantly contributed to Apple's wearables division becoming the third largest within the company?**

- A) iPhones
- B) iPads
- C) AirPods**
- D) Apple Watch

**2. Which company is mentioned as a key competitor eroding Apple's profit margins?**

- A) Microsoft
- B) Samsung**
- C) Google
- D) Amazon

**3. Who was Apple's Head of Design?**

- A) Tim Cook
- B) Steve Jobs
- C) Jonathan Ives**
- D) Steve Wozniak

**4. Approximately how much revenue did Apple's AirPods generate as a business?**

- A) \$5 billion
- B) \$7 billion
- C) \$9 billion**
- D) \$11 billion

**5. In what year did Apple achieve a record \$55 billion in revenue?**

- A) 2012
- B) 2015
- C) 2018**
- D) 2020

**6. What product, initially dismissed by Steve Jobs, was later introduced by Tim Cook?**

- A) iPhone
- B) iPad Pro
- C) iPad Mini**
- D) Apple Watch

7. Apple's profit margins on sales were approximately what percentage?

A) 28.6%

**B) 38.6%**

C) 48.6%

D) 58.6%

8. According to Jonathan Ives, Apple is more than just \_\_\_\_\_.

A) Its Products

B) Its Profits

**C) One man**

D) Its Marketing