

**FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION**  
**DEPARTMENT OF AIR TRANSPORT ECONOMICS**

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**TYPICAL TESTS**

**In the discipline "Intellectual And Internet Business"**

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1. The intellectual economy is:
  - a) the result of intellectual, creative activity of one person (author, performer, inventor, etc.) or several persons;
  - b) an economy that is characterised by scientific knowledge and specialised unique skills of its holders, which become the main source and key factor in the development of tangible and intangible production;
  - c) a branch of knowledge that studies the functioning of market structures and mechanisms of interaction between economic entities related to intellectual capital;
  - d) intellectual abilities of people used in the process of intellectual labour.
2. Current trends in the transformation of the content and nature of labour include:
  - a) the growing role of human resources as a factor of production; the growing intellectualisation of labour; the growing creative component of labour;
  - b) the emergence of information technologies that bring organisational and economic relations, transport and communication links to a qualitatively new technical level
  - c) professional and educational level of employees and constant updating of knowledge;
  - d) increasing individualisation of labour; changes in the functions of employees' labour; changes in labour behaviour and employee motivation.
3. The process of creating, using intellectual property and selling an intellectual product is:
  - a) intellectual business;
  - b) intellectual potential;
  - c) innovation activity;
  - d) business intelligence.
4. What can be attributed to the organisational factors of influence on the formation of the intellectual business sphere?
  - a) procedures for starting an intellectual business and the level of information support;
  - b) prestige of intellectual activity;
  - c) restrictions on certain types of activities;
  - d) increase in labour mobility.
5. The essence of intellectual potential is defined as:
  - a) a set of intellectual, technological, research and production resources available in the country that are capable of producing new knowledge and an effective mechanism for commercialising the latter;
  - b) a set of creative abilities of an employee;
  - c) the ability of the system of intellectual resources to form such managerial competences that ensure the achievement of certain enterprise strategies;
  - d) a set of resources organised in certain socio-economic forms that can, under certain internal and external conditions of development of the innovation environment, be directed to the implementation of innovation activities aimed at meeting new needs of society.
6. Intellectual products shall be divided into:

a) objects of literary and artistic property; objects of industrial property; means of individualisation of participants in the civil circulation of goods and services;

b) literary; artistic; artistic;

c) external; internal;

d) formal; substantive.

7. In the broadest sense, intellectual property is:

a) one of the forms of human life, the essential basis of the process of creating an intellectual product and reproduction of intellectual capital;

b) new knowledge, intellectual developments transferred in the form of information

c) legally enshrined rights to the results of human intellectual activity in various spheres of public life;

d) a set of accumulated knowledge, ideas, competences, information that has scientific and commercial value and can be used in the course of business.

8. Relations in the field of intellectual activity are regulated by a number of acts of civil legislation, the central place among which is occupied by

a) The Civil Code of Ukraine;

б) The Constitution of Ukraine;

b) The Law of Ukraine "On Intellectual Property";

г) International agreements.

9. The main tasks of information support of intellectual business include:

a) replenishment of the database with the necessary information; timely provision of relevant consumers with reliable data; collection and processing of information on the status and performance of management objects;

b) processing information required for analysis, forecasting and management decision-making;

c) analysis of the external business environment of the enterprise, its strengths and weaknesses;

d) assessment of the organisational, managerial, financial and economic state of the enterprise.

10. What are the characteristic features of competition in the field of intellectual business?

a) absence of unlicensed products in the intellectual market;

b) competition is the basis for the emergence and reproduction of creative activity;

c) competition is carried out in legitimate ways;

d) competition does not always go in legitimate directions, namely:

"brain buying", industrial espionage, "pirated products", etc.

11. Establish the correct sequence for developing an intelligent business project.

a) Formalisation of the idea and assessment of its competitiveness → Prototyping → Patent protection → Commercialisation of intellectual property;

б) Generation and selection of ideas → Formalisation of the idea and assessment of its competitiveness → Prototyping → Patent protection → Commercialisation of intellectual property;

b) Prototyping → Formalisation of the idea and assessment of its competitiveness → Patent protection → Commercialisation of intellectual property;

г) Commercialisation of intellectual property → Prototyping → Formalisation of the idea and assessment of its competitiveness → Patent protection → Selection of ideas for intellectual business.

12. Investments in intellectual property arising from copyright, inventor's and patent rights, rights to industrial designs and utility models are called:

- a) investments in intellectual business;
- b) financing of intellectual property;
- c) investment;
- d) reinvestment.

13. Intellectual business management includes the following main structural components:

- a) market analysis; protection of intellectual property rights;
- b) development of intellectual business; market analysis; protection of intellectual property rights; exchange of intellectual business objects;
- c) origin of the idea of intellectual business; market analysis; protection of intellectual property rights; exchange of intellectual business objects; commercialisation;
- d) origin of an intellectual business idea; prototyping; exchange of intellectual business objects; commercialisation.

14. What is not a specific characteristic of creators of intellectual products?

- a) the ability to interpret and transform knowledge;
- b) conscious focus on obtaining moral satisfaction from work;
- c) the desire to be dependent on the employer;
- d) focus on innovation.

15. Which principle of ensuring economic security of intellectual activity provides that the functioning of a comprehensive system of economic security should be carried out continuously?

- a) the principle of differentiation;
- b) coordination;
- c) the principle of continuity;
- d) the principle of economic feasibility.

16. Which principle of ensuring economic security of intellectual activity provides that in order to achieve the set tasks it is necessary to constantly coordinate the activities of various security units, the company itself, and a combination of organisational and economic and legal methods of protection:

- a) the principle of economic expediency;
- b) a combination of preventive and reactive measures;
- c) the principle of continuity;
- d) the principle of coordination.

17. Which principle of ensuring economic security of intellectual activity provides that the choice of measures to overcome threats is made depending on the nature of the threat and the severity of its consequences?

- a) the principle of economic feasibility;
- b) a combination of preventive and reactive measures;
- c) the principle of continuity;

d) the principle of differentiation.

18. Which principle of ensuring economic security of intellectual activity provides for the protection of only those objects whose protection costs are less than the losses from threats to these objects?

a) the principle of differentiation;

b) a combination of preventive and reactive measures;

c) the principle of continuity;

d) the principle of economic feasibility.

19. Reactive measures of economic security of intellectual activity:

a) measures of a preventive nature that allow to prevent the emergence of threats to economic security;

b) measures taken in case of actual threats or the need to minimise their negative consequences;

c) measures to overcome the threats that have arisen, depending on the nature of the threat and the severity of its consequences;

d) measures to protect those objects whose protection costs are lower than the losses from threats to these objects.

20. Preventive measures of economic security of intellectual activity:

a) measures to overcome emerging threats, depending on the nature of the threat and the severity of its consequences;

b) measures taken in case of actual occurrence of threats or the need to minimise their negative consequences;

c) preventive measures to prevent threats to economic security;

d) measures to protect those objects whose protection costs are less than the losses from threats to these objects.

21. The process of virtualisation of intellectual business is characterised by the following technologies:

a) software rental; virtual office; cloud technologies;

b) software rental; virtual office; cloud technologies; Internet representation;

c) computer networks; programming; virtual office;

d) e-learning; software rental; Internet representation.

22. What can be attributed to the problems of development of the intellectual sphere at the present stage?

a) Lack of interaction between the system of science and education and the system of entrepreneurship for the implementation of counter technological transfer;

b) inefficient use of the country's intellectual resources; underdeveloped infrastructure of the knowledge economy;

c) the emergence and dominance of advanced information technologies and telecommunications in various fields;

d) rapid replacement of labour with knowledge.

23. The category of "social capital" was introduced into scientific circulation thanks to the works of:

a) P. Bourdieu, D. Coleman;

б) P. Drucker, A. Toffler;

в) M. Weber, E. Durkheim;

г) R. Engelhart, V. Inozemtsev.

24. Scientific potential is:

a) the aggregate capabilities of an enterprise to generate, perceive and implement new ideas for its systemic technical, organisational and managerial renewal;

b) a set of resources and capabilities of the sphere of science of any system (team, industry, city, etc.), which allows to effectively solve economic problems under the existing forms of organisation and management

c) a set of knowledge, experience, skills, creativity, abilities of specific individuals involved in strategic planning processes;

d) the economic component of intellectual potential that has a cost estimate and ensures its involvement in economic turnover as an independent object of civil law relations.

25. Investments in intellectual business may be made in the form of:

a) acquisition of exclusive rights to use intellectual property;

b) purchase of information services;

c) investments in human capital;

d) all answers are correct.

26. In the process of commercialisation of intellectual business objects is not a participant:

a) the head of the enterprise;

b) author of developments;

c) a strategic partner;

d) investor.

27. The creation and use of literary works in written form, which in turn are divided into works of scientific literature and works of fiction, is a type of intellectual business:

a) literary and artistic;

b) literary and artistic

c) literary and fine arts;

d) educational and professional.

28. The creation and use of works of science, literature and art is a type of intellectual business:

a) literary and artistic;

b) literary and artistic;

c) literary and fine arts;

d) educational and professional.

29. Creation and use of the results and achievements of science, which can be expressed both in literary form - by writing or describing, and in the form of creating a technical device, equipment, invention, utility model, etc,

industrial design, etc. is a type of intellectual business:

a) literary and artistic

b) literary and artistic;

c) technical;

d) educational and professional.

30. Psychological and professional factors of influence on the formation of the intellectual business sphere are

- a) the level of economic security of intellectual business;
- b) legal framework for intellectual activity;
- c) public opinion about intellectual activity;
- d) availability of professional knowledge on conducting intellectual business.

31. Social and psychological factors influencing the formation of the intellectual business sphere are

- a) relative simplicity of the procedure for starting an intellectual business;
- b) legal framework for intellectual activity
- c) public opinion about intellectual activity;
- d) availability of professional knowledge of intellectual business.

32. What is the risk of intellectual activity associated with financing and project calculation, making and implementing economic decisions?

- a) financial inconsistency;
- b) economic
- c) legal;
- d) technological inadequacy.

33. What does investing in human capital of an innovative organisation include?

- a) investing in the production of new products;
- b) investment in the latest technologies;
- c) expenditures on increasing the creativity and qualifications of staff;
- d) investment in new buildings.

34. The intellectual potential of a specialist is:

- a) health and creative skills of a person ;
- b) the ability of a person to produce products;
- c) the ability to adapt to new conditions;
- d) a set of professional knowledge, skills, intellectual and cognitive abilities, the ability to generate and solve innovative problems.

35. What type of role in an informal group is assigned to an employee who generates new ideas, develops new approaches to existing problems, and proposes innovative strategies?

- a) coordinator
- b) creative
- c) critic;
- d) performer.

36. Select the feature that is most characteristic of an innovative organisation?

- a) careful attitude to creative features;
- b) expanding its market share;
- c) development of strategies;
- d) constant monitoring of the market.

37. HR consulting as a type of intellectual business is:

a) a system of organisational measures to diagnose and replace worn-out equipment in order to improve production performance;

b) a system of measures to diagnose and correct the organisational structure and culture of an enterprise in order to improve production performance;

c) a system of measures to evaluate personnel in order to improve production performance, optimise the social and psychological climate, and increase staff motivation

to improve production performance, optimise the social and psychological climate, and increase staff motivation;

d) a system of measures to assess the potential of the enterprise in order to improve production performance.

38. Choose the correct correlation of the concepts:

a) intellectual property → intellectual capital → intellectual resources;

b) intellectual property → intellectual resources → intellectual capital;

c) intellectual capital → intellectual property → intellectual resources;

d) intellectual resources → intellectual capital → intellectual property.

39. The emergence of intellectual business is due to:

a) historical development of social production;

b) development of inventive activity;

c) regulatory and legislative acts of economic developed countries;

d) the transition from an industrial society to a post-industrial society and further to the knowledge economy.

40. Personal competences, inventive activity, qualification and educational level of employees, staff stability, staff training and development system are elements of

a) structural capital

b) human capital

c) market capital;

d) organisational capital.

41. Image, business reputation, partnerships, competitive advantages, market position, trademarks, customer loyalty, customer base are elements of

a) structural capital;

b) human capital;

c) market capital;

d) organisational capital.

42. Identify the author of the intellectual capital structure that includes human, organisational and consumer capital:

a) Stuart T;

b) Edvinson L;

c) Leliart F;

d) Brookings E.

43. The market value added of a company is calculated by the formula:

a)  $Q = MV / BV$ ;

b)  $EVA_1 = NOPAT_1 - IC_0 - WACC_1$ ;

c)  $MVA = MV - BV$ ;

d)  $VAIC = CEE + HCE + SCE$ .

44. The Tobin's Q is calculated by the formula:

a)  $Q = MV / BV$ ;



б)  $EVA1 = NOPAT1 - IC0 - WACC1$ ;

в)  $MVA = MV - BV$ ;

г)  $VAIC = CEE + HCE + SCE$ .

45. Objects of intellectual property rights shall be divided into:

a) technical and artistic

b) inventions, utility models and industrial designs;

c) scientific, technical, commercial and organisational;

d) industrial property, non-traditional, copyright and related.

46. Subjects of intellectual property rights may be:

a) exclusively state and public organisations where the creator works;

b) exclusively the creator of the object of intellectual property rights and other persons who own personal non-property and (or) property rights of intellectual property

c) exclusively the creator(s) of the object of intellectual property rights;

d) exclusively employers of the creator of the intellectual property object.

47. What intellectual property objects are related to copyright and related rights?

a) scientific discoveries, geographical indications, plant varieties, animal breeds, literary and artistic works, performances;

b) literary works, artistic works, computer programmes, databases, performances, phonograms and videograms, broadcasts of broadcasting organisations

c) inventions, utility models, industrial designs, trade names, trademarks, geographical indications, topographies of integrated circuits;

d) phonograms and videograms, databases, performances, trade secrets, trademarks, geographical indications, trade names.

48. What intellectual property objects are referred to as industrial property objects?

a) Inventions, utility models, industrial designs, trademarks, graphic designations, trade names;

b) inventions, utility models, industrial designs, plant varieties, trade secrets, scientific discoveries, computer programs, databases;

c) inventions, industrial designs, utility models, topographies of integrated circuits, rationalisation proposals, plant varieties, animal breeds;

d) literary works, artistic works, computer programs, databases, performances, phonograms and videograms, broadcasts of broadcasting organisations.

49. Know-how is:

a) secrets of production

b) confidential information

c) state secrets

d) secrets of a particular person.

50. The right of intellectual property is:

a) an institute of civil law;

b) a rule of law;

c) a subdivision of family law;

d) the Code of Ukraine.