



Republic of the Philippines
SULTAN KUDARAT STATE UNIVERSITY
Isulan Campus, Isulan Sultan Kudarat
College of Industrial Technology



INTECH 311 1ST SEM MID-TERM EXAM

Yr&Sec:

SCORE:

NAME:

INSTRUCTION: Encircle the correct ANSWER.

1. Which strategy copies existing models and makes improvements?
 - a) Pig
 - b) Cat
 - c) Frog
 - d) Dog
2. The Frog strategy is best described as:
 - a) Low risk, small improvements
 - b) Riding on existing trends
 - c) Leapfrogging to disruptive innovation
 - d) Ignoring all risks
3. Who emphasized "strength comes from struggles, not winning"?
 - a) Elon Musk
 - b) Arnold Schwarzenegger
 - c) Thomas Edison
 - d) Steve Jobs
4. What is the main purpose of the Rejection Therapy Game?
 - a) Teach negotiation
 - b) Build tolerance for failure
 - c) Improve storytelling
 - d) Encourage collaboration
5. Which strategy was applied when Lazada followed Amazon's model?
 - a) Pig
 - b) Frog
 - c) Cat
 - d) Dog
6. What does TRL stand for?
 - a) Technical Risk Level
 - b) Technology Readiness Level
 - c) Technopreneur Resource Ladder
 - d) Team Research Level
7. Which venture type requires validation from both buyers and sellers?
 - a) One-sided
 - b) Two-sided
 - c) Linear
 - d) Vertical
8. Which is NOT a habit of innovative entrepreneurs?
 - a) Collaboration
 - b) Good enough
 - c) Isolation
 - d) Diversify
9. Why is mindset important in technopreneurship?
 - a) It replaces technical skills
 - b) It shapes how entrepreneurs approach challenges
 - c) It removes competition
 - d) It guarantees profits
10. Which is the BEST explanation of the Pig strategy?
 - a) Following trends to ride growth momentum
 - b) Directly jumping into advanced tech
 - c) Copying and improving ideas
 - d) Ignoring existing markets
11. Why do entrepreneurs practice 'Plan to Fail'?
 - a) To predict stock prices
 - b) To experiment, learn, and adapt
 - c) To avoid risks
 - d) To discourage innovation
12. Why is storytelling a powerful entrepreneurial habit?
 - a) It entertains people
 - b) It persuades and builds trust
 - c) It replaces financial reports
 - d) It avoids rejection
13. What does "KnowWho" represent in a venture proposal?
 - a) Customer identification
 - b) Technical expertise
 - c) Market value
 - d) Emotional intelligence
14. What does "KnowWho" represent in innovation?
 - a) Technical expertise
 - b) Target customers or stakeholders
 - c) Prototype testing
 - d) Market size
15. Why are one-sided ventures simpler than two-sided ventures?
 - a) They connect only one group directly
 - b) They do not need customers
 - c) They avoid value creation
 - d) They are technology-only based
16. In the water filtration device example, who are the "KnowWho"?
 - a) Engineers
 - b) NGOs and local leaders
 - c) Scientists
 - d) Competitors
17. Why is problem validation important?
 - a) To make products more expensive
 - b) To ensure solutions address real customer needs
 - c) To shorten interviews
 - d) To avoid customer interaction
18. If a start-up develops a food delivery app during a pandemic, which strategy is used?
 - a) Cat
 - b) Pig
 - c) Frog
 - d) Dog
19. When entrepreneurs pitch a failed attempt as a learning story, which habit is applied?
 - a) Storytelling
 - b) Collaboration
 - c) Pay it forward
 - d) Seek fairness
20. A venture connecting freelance workers with clients online is an example of:
 - a) One-sided venture
 - b) Two-sided venture
 - c) Frog strategy
 - d) Cat strategy
21. A team that diversifies their network by collaborating with NGOs applies which entrepreneurial behavior?
 - a) Role model
 - b) Good enough
 - c) Diversify
 - d) Isolation
22. If a farmer uses a mobile app to manage irrigation, which innovation approach is applied?
 - a) Technology-need matching
 - b) Problem ignorance
 - c) Isolation
 - d) Copycat
23. Which TRL level means prototype tested in relevant environment?
 - a) TRL 3
 - b) TRL 6
 - c) TRL 1
 - d) TRL 9
24. Which tool helps sharpen vague venture ideas into stronger proposals?
 - a) Brainstorming
 - b) Validation interviews
 - c) Collaboration
 - d) Market reports
25. If a team ignores feedback and builds a product no one needs, which stage was skipped?
 - a) Brainstorming
 - b) Problem validation