



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



INTECH 311 1<sup>st</sup> SEM MID-TERM EXAM

NAME: \_\_\_\_\_

Yr & Sec: \_\_\_\_\_

SCORE: \_\_\_\_\_

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 "Knowhow" 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 to 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