



5.8 Research and development (HL)

Terminology exercise

Check that you understand the terminology used in this subtopic by dragging the correct word into each space.

The term _____ and _____ development refers to the process of scientific discovery used by businesses to help create new products and processes. If successful, this can lead to the generation of new products, which is commonly referred to a product _____.

A business may seek to _____ a new invention in order to stop others from profiting from it. Businesses may also seek to _____ their logo design, to give themselves an authentic brand image that cannot be replicated.

However, research and development is not a guarantee of success; there is a _____ that a company will fail to create successful new products or processes, even if it spends heavily. For this reason, many businesses focus on making small, subtle changes to their products rather than seeking to develop something completely different. This is known as _____ innovation.

The creation of a new idea may help a business meet some form of unmet need. A business may, for example, identify a _____ in the _____

market. This may help the business to gain a competitive advantage by being the first to market. It may also allow them to charge higher if that product is in some way unique.

risk

patent

research

trademark

incremental

gap

prices

innovation

 Check