

Republic of the Philippines
SULTAN KUDARAT STATE UNIVERSITY
College of Computer Studies
Isulan Campus, Isulan, Sultan Kudarat

BES 321 – Technopreneurship
MIDTERM EXAMINATION
2nd Semester SY 2024-2025

Name: _____ Contact No: _____

General Instructions:

1. Write all your answers in the provided space.
2. Write neatly and legibly using a black or a blue pen.
3. You may use the blank spaces in your questionnaire for your computation.

Test I: Modified True or False (45 pts, 3 pts each)

Instruction: Write **TRUE** if the statement is correct or write **FALSE** if the statement is incorrect in the space provided before the number. If the statement is FALSE, change the underlined word or phrase to make the statement correct. Write the **CORRECT AND COMPLETE** statement in the space provided below each item.

- _____ 1. Technology is a body of knowledge devoted to creating tools, processing actions and extracting of materials.

- _____ 2. Elon Musk is an example of a technopreneur but not an entrepreneur.

- _____ 3. It is important to be knowledgeable about the principles for a sustainable innovation.

- _____ 4. Basic research is a type of innovation that opens the company to new markets or changes the way customers interact with the market or the industry.

- _____ 5. In any business, one of the most important aspect is to have a leader that can identify the different problems or needs of the consumers.

- _____ 6. The Business Canvas Model was proposed by Alexander McQueen based on his book: Business Model Ontology.

- _____ 7. The five types of Channel Phases are accuracy, elevation, purchase, details, and after sales.

- _____ 8. The Sales and Customer Service is responsible for the growth of the company by getting word of the company's existence and value it provides to its customers.

- _____ 9. Copyright is a legal term used to describe the rights that creators have over their literary or artistic works.

- _____ 10. If an entity filed for and first to be granted a trademark over a logo, anyone (event those not affiliated with the entity) can use the same logo for their commercialized product without paying royalty.

Test II: Multiple Choice (15 items, 2 pts each)

Instruction: Write the letter corresponding to your best choice of answer. Write clearly in **CAPITAL LETTERS** in the space provided before the number.

11. Which of the following is not a trait of a technopreneur?
 - A. Passionate
 - B. Technical savvy
 - C. Risk-takers
 - D. None of the above
12. Which is the correct procedure of the Entrepreneurial Process?
 - A. Opportunity Analysis > Gathering Resources > Business Planning > Implementation > Scaling and Harvesting
 - B. Opportunity Analysis > Business Planning > Gathering Resources > Implementation > Scaling and Harvesting
 - C. Opportunity Analysis > Implementation > Business Planning > Gathering Resources > Scaling and Harvesting
 - D. None of the above
13. Which of the following entrepreneurs are technopreneurs?
 - A. Elon Musk
 - B. Steve Jobs
 - C. Joey Concepcion
 - D. All of the above.
14. Which of the principles of sustainable innovation implies that the business leader has all the ownership on the new products and innovation in such a way that he/she generates the ideas and develop the appropriate business model?
 - A. Ownership
 - B. Accountability
 - C. Inspire
 - D. New Product Process
15. In business, it is an advantage if one possesses a skill in creating a good presentation. Which of the following is not an example of a presentation idea?
 - A. Question presentation
 - B. Demonstrative Presentation
 - C. Immersive Presentation
 - D. None of the above.
16. Which of the following best describes "innovation" in a business context?
 - A. Implementing existing practices with greater efficiency
 - B. Copying a competitor's successful product design.
 - C. Introducing new products, services, or processes that significantly improve value for customers.
 - D. None of the above
17. Which of the following is the primary goal of market validation?
 - A. To identify the most profitable market segment.
 - B. To determine the ideal pricing strategy for a product.
 - C. To confirm that there is a significant demand for a product or service within a target market.
 - D. None of the above
18. What is the amount of money that is brought into a company through its various business activities called?
 - A. Profit
 - B. Revenue
 - C. Cash
 - D. Sales
19. Which department is required to liaise with all other functions of the company?
 - A. Sales
 - B. Production
 - C. Marketing
 - D. Research and Development
20. Which of the following are not functions of the sales and customers services department?
 - A. Handling Problems
 - B. Strategy
 - C. Assisting in Sales
 - D. Clerical Tasks

21. Imagine a sports team sets up a company to sell its own range of clothes. What type of intellectual property can the team use to show that the clothes are made by them?
- A. Copyright
 - B. Patent
 - C. Trademark
 - D. Industrial Design
22. Which of the following is/are not protected by trademarks?
- A. Logos such as the Apple on Apple's product
 - B. A video of a play created and performed by a college drama class
 - C. Number and letter combinations like 3M
 - D. Unique product shapes as long as they have no bearing on the product function, such as the famous curved bottle of Coca Cola
23. What are intellectual property rights?
- A. Patent, trademark, copyright, trademark, trade secret
 - B. patent, trademark, copyright, industrial design
 - C. Patent, trademark, corporate, trade secret
 - D. Patent, trades, copyright, trade secret
24. Which is applicable if one invents a new process for recording music?
- A. Patent
 - B. Trademark
 - C. Copyright
 - D. Industrial Design.
25. Amirul has designed a uniquely shaped walker for senior citizens, which can be collapsed and, with the aid of two levers, used as a chair. Amirul's design is in commercial production under the name of Supportive Stroller. Which types of intellectual property would most likely apply to Amirul's creation?
- A. Patent; copyright; trademark
 - B. Copyright; trademark; industrial design
 - C. Trademark; industrial design; trade secret
 - D. Patent; trademark; industrial design

Test IV: Essay (4 items, 10 pts each)

Instruction: Answer the following problems. Write your answer neatly and legibly in the provided answer sheet.
Avoid erasures.

26. What is technology? What is entrepreneurship? What is technopreneurship? Explain the similarities and differences between entrepreneurs and technopreneurs? (10 pts)
27. What are the four (4) types of innovation? Describe the characteristics of each and illustrate using examples. (10 pts)
28. What is a business model canvas? Why is it important? What are the channels? How can a business canvas make a business idea stronger? (10 pts)
29. What is Intellectual Property (IP)? What are the different types of IP? Give an example of a company or organization that has used the different intellectual property. (10 pts)

*****End of Exam*****

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Course Number/Description: BES 321 - Technopreneurship

Term: MIDTERM

Semester: 2nd Semester – SY 2024-2025

Prepared by: Kyrene L. Dizon

Date Submitted: _____

TABLE OF SPECIFICATIONS

Topics/Content	Knowledge	Comprehension	Application	Analysis	Synthesis	Evaluation	No. of Items	Total Score
Introduction to Technopreneurship	5 (1,11)	3 (2)	5 (13,26)	2 (12)	2 (26)	5 (26)	6	22
Innovation and Idea Generation	5 (14, 27)	5 (4,16)	5 (17,27)	5 (5,15)	4 (27)	3 (3)	8	27
Business Model	5 (7, 18)	6 (8,28)	5 (20,28)	5 (6, 19)	2 (21)	4 (28)	8	27
Intellectual Property	5 (9,23)	2 (29)	2 (24)	7 (22,25,29)	3 (10)	5 (29)	7	24
Total Score	20	16	17	19	11	17	29	100

Summary:

Prepared by:

Reviewed by:

Approved by:

	Item Nos.	No. of Points
Test I: Modified True or False	1 – 10	30
Test II: MCQ	11– 25	30
Test III: Essay	26 – 29	40
Total Score		100

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