

NATIONAL AVIATION UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
DEPARTMENT OF AIR TRANSPORT ECONOMICS

APPROVED BY

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MODULE CONTROL WORK

In the discipline "Intellectual And Internet Business"

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**MODULE CONTROL WORK
IN THE DISCIPLINE "INTELLECTUAL AND INTERNET BUSINESS"**

OPTION 1

1. The essence and role of intellectual business in a market economy.
 2. Ways and mechanisms of commercialisation of intellectual business objects in Ukraine.
- Test tasks
1. 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.
 2. Reactive measures of economic security of intellectual activity:
 - a) measures of a preventive nature that 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 less than the losses from threats to these objects.
 3. 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.
 4. The result of mental, intellectual labour is:
 - a) intellectual business;
 - b) intellectual potential;
 - c) innovative activity;
 - d) intellectual product.
 5. The main factors of motivation of developers (creators) of intellectual products are:
 - a) social contacts;
 - b) self-improvement;
 - c) high earnings;
 - d) all answers are correct.

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**MODULE CONTROL WORK
IN THE DISCIPLINE "INTELLECTUAL AND INTERNET BUSINESS"**

OPTION 2

1. The essence of the organisation's intellectual potential and the conditions for its development.
 2. Economic security of intellectual business: essence, goals and principles.
- Test tasks.
1. 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;
 - в) The Law of Ukraine "On Intellectual Property";
 - г) International agreements.
 2. Which principle of ensuring economic security of intellectual activity stipulates that the functioning of a comprehensive system of ensuring 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.
 3. 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;
 - б) literary and artistic
 - c) literary and fine arts;
 - d) educational and professional.
 4. The Tobin's Q is calculated by the formula:
 - a) $Q = MV / BV$;
 - б) $EVA1 = NOPAT1 - IC0 - WACC1$;
 - в) $MVA = MV - BV$;
 - г) $VAIC = CEE + HCE + SCE$.
 5. 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) increasing labour mobility.

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**MODULE CONTROL WORK
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OPTION 3

1. Intellectualisation of global economic development as a prerequisite for transformations in the content of human labour and business.

2. The essence, types and importance of investments in intellectual business.

Test tasks.

1. Intellectual products are 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.

2. Creation and use of results and achievements of science that can be expressed both in literary form - by writing or describing, and in the form of creation of 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.

3. 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.

4. 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) transition from industrial society to post-industrial society and further to the knowledge economy.

5. What is the most characteristic feature 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.

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**MODULE CONTROL WORK
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OPTION 4

1. Purpose and goals of smart business.
 2. The essence, purpose and main components of smart business management.
- Test tasks
1. What does not belong to the specific characteristics 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.
 2. 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 departments, 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.
 3. 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.
 4. The market value added of a company is calculated by the formula:
 - a) $Q = MV / BV$;
 - б) $EVA1 = NOPAT1 - IC0 - WACC1$;
 - в) $MVA = MV - BV$;
 - г) $VAIC = CEE + HCE + SCE$.
 5. Personal competences, inventive activity, qualification and educational level of employees, stability of personnel, system of training and development of personnel are elements of
 - a) structural capital;
 - b) human capital
 - c) market capital;
 - d) organisational capital.

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**MODULE CONTROL WORK
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OPTION 5

1. Directions and prospects for the development of intellectual business in Ukraine.
 2. The essence, tasks and objectives of information support for intellectual business.
- Test tasks.
1. 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 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.
 2. The category of "social capital" came 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. Ingelhart, V. Inozemtsev.
 3. What does investing in human capital of an innovative organisation include?
 - a) investment in the production of new products;
 - b) investment in the latest technologies;
 - c) expenditures on increasing the creativity and qualification of personnel;
 - d) investment in new buildings.
 4. Social and psychological factors influencing the formation of the intellectual business sector 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.
 5. 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, and the ability to generate and solve innovative problems.

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**MODULE CONTROL WORK
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OPTION 6

1. Types of intellectual business.
 2. The essence and features of motivation of developers of intellectual products.
- Test tasks.
1. What are the characteristics 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 legal ways;
 - d) competition does not always go in legitimate directions, namely: "brain buying", industrial espionage, "pirated products", etc.
 2. 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.
 3. 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.
 4. 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.
 5. Intellectual property rights are:
 - a) an institute of civil law;
 - b) a rule of law;
 - c) a subdivision of family law;
 - d) the Code of Ukraine.

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OPTION 7

1. Stages of development of intellectual business projects.
 2. Types of economic risks in the field of intellectual business.
- Test tasks.
1. What 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.
 2. 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.
 3. What is the most characteristic feature 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.
 4. The appropriate type of activity for the purpose of generating income based on the results of commercialisation of an intellectual product is:
 - a) franchising;
 - b) intellectual business;
 - c) innovation activity;
 - d) venture capital business.
 5. 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.

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OPTION 8

1. The essence and types of intellectual products.
 2. Organisational and legal forms of intellectual business.
- Test tasks
1. Investments in intellectual business can be made in the form of:
 - a) acquisition of exclusive rights to use intellectual property;
 - b) acquisition of information services;
 - c) investments in human capital;
 - d) all answers are correct.
 2. What is the risk of intellectual activity associated with project financing and calculation, making and implementing economic decisions?
 - a) financial inconsistency;
 - b) economic
 - c) legal;
 - d) technological inadequacy.
 3. Current trends in the transformation of the content and nature of work 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.
 4. Know-how is:
 - a) secrets of production;
 - b) confidential information;
 - c) state secrets;
 - d) secrets of a particular person.
 5. The sphere of entrepreneurial activity related to the implementation of risky projects, risky investments mainly in the field of scientific and technical innovations is
 - a) franchising
 - b) intellectual business
 - c) innovation activity;
 - d) venture capital business.

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OPTION 9

1. The structure of the organisation's intellectual potential.
 2. Features of marketing of intellectual business.
- Test tasks.
1. 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.
 2. An agreement under which a legal entity or an individual who obtains a licence undertakes to carry out production and (or) commercial activities in accordance with the agreements reached with the seller of the licence is
 - a) a licence agreement;
 - b) an option agreement;
 - c) a franchise agreement;
 - d) concession agreement.
 3. The remuneration system based on a complex combination of both material levers and moral incentives for highly efficient work is:
 - a) motivation of intellectual product developers;
 - b) compensation package of the enterprise;
 - c) compensation policy;
 - d) motivational mechanism of intellectual product developers.
 4. The system of strategically interrelated methods and means aimed at creative activity of innovators, identification of reserves for achieving high results, increasing the value and efficiency of intellectual business is...
 - a) financing of intellectual business;
 - b) management of intellectual business;
 - c) organisation of intellectual business;
 - d) investing in intellectual business.
 5. A patent is:
 - a) a certificate;
 - b) an act
 - c) a security document;
 - d) a diploma.

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OPTION 10

1. Regulatory and legal framework for the formation and functioning of intellectual business in Ukraine.
 2. The essence and features of intellectual business virtualisation.
- Test tasks
1. Investments in IP arising from copyright, inventor's and patent rights, rights to industrial designs and utility models are called:
 - a) investment in intellectual business;
 - b) financing of intellectual property;
 - c) investment;
 - d) reinvestment.
 2. In the intellectual business the goods are:
 - a) knowledge, ideas, solutions;
 - b) scientific and technical developments, projects;
 - c) works of science, literature and art;
 - d) all answers are correct.
 3. A preliminary agreement, according to which a potential buyer of a licence is granted the priority right to decide on the expediency of its acquisition within a certain period of time, is called:
 - a) a franchise agreement;
 - b) an option agreement;
 - c) a licence agreement;
 - d) concession agreement.
 4. The main factors of motivation of developers (creators) of intellectual products are:
 - a) creativity
 - b) self-improvement
 - c) social contacts;
 - d) all answers are correct.
 5. The task of intellectual business management, which includes a full range of actions related to the disposal of intellectual property (purchase, sale, licence agreements, technology transfer), is:
 - a) development of the intellectual business
 - b) market analysis
 - c) protection of intellectual property rights;
 - d) exchange of intellectual business objects.