

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

APPROVED BY

Head Of The Department _____ Olena AREFIEVA

" ____ " _____ 202__

LIST OF QUESTIONS FOR THE DIFFERENTIATED TEST
IN THE DISCIPLINE "INTELLECTUAL AND INTERNET BUSINESS"

Developer PhD in Economics,
Associate professor Tetiana SIMKOVA

1. Explain the nature and types of smart products.
2. Identify ways and mechanisms for commercialising intellectual property in Ukraine.
3. Describe the types of economic risks in the field of intellectual business.
4. Define the essence and role of intellectual business in a market economy.
5. Describe the stages of development of intellectual business projects.
6. Explain the essence, objectives and goals of information support for intellectual business.
7. Identify the directions and prospects for the development of intellectual business in Ukraine.
8. Explain the essence and features of motivation of developers of intellectual products.
9. Describe the features of marketing of intellectual business.
10. Define the purpose and goals of the intellectual business.
11. Describe the bodies of State protection of intellectual property in Ukraine.
12. Explain the nature, types and importance of investment in intellectual business.
13. Define the economic content, components and functions of intellectual capital.
14. Describe the organisational and legal forms of intellectual business.
15. Explain the essence, purpose and main components of intellectual business management.
16. Describe the nature and types of intellectual business.
17. Describe the compensation policy as a form of motivational support for the development of intellectual business.
18. Identify sources and forms of financing for the development of intellectual business.
19. Explain the essence of the intellectual potential of the organisation and the conditions for its development.
20. Describe the legal framework for the formation and functioning of intellectual business in Ukraine.
21. Define the objectives of intellectual business management.
22. Describe the structure of the intellectual potential of the organisation.
23. Reveal the features of compensation policy as a form of motivational support for the development of intellectual business.
24. Define the essence, goals and principles of economic security of intellectual business.
25. Explain the essence and structure of intellectual property.
26. Identify sources and forms of financing for the development of intellectual business.
27. Describe the mechanism of intellectual business management and its main elements.
28. Define the role of the intellectual potential of the organisation in the development of intellectual business.

29. Describe the features of risk assessment of intellectual business.
30. Describe the content of information support for developers of intellectual products.
31. Identify the specifics of the valuation of intellectual property rights.
32. Describe the mechanism of ensuring the economic security of intellectual business.
33. Explain the essence and features of intellectual business virtualisation.
34. Identify the factors contributing to and counteracting the development of intellectual business in Ukraine.
35. Describe the use of option agreements in the intellectual business.
36. Explain the essence, purpose and main components of intellectual business management.
37. Explain the essence of the intellectual potential of the organisation and the conditions for its development.
38. Describe franchising as a way of organising your own business.
39. Identify the features of measuring the effectiveness of intellectual business.
40. Describe the subjects and objects of intellectual business.
41. Name the bodies of State protection of intellectual property in Ukraine.
42. Analyse the environment of intellectual business.
43. Explain the essence and types of intellectual products.
44. Describe the features of organising your own business in the field of intellectual business.
45. Identify sources and forms of financing for the development of intellectual business.
46. Describe the features of creating intelligent products.
47. Describe the use of licensing agreements in the intellectual business, their structure and classification.
48. Identify the methodological basis for determining the price and features of pricing of intellectual products.
49. Describe the features of the formation of intellectual business in Ukraine.
50. Identify ways and mechanisms for commercialising intellectual property in Ukraine.
51. Explain the features of the organisation of production at an intellectual enterprise.
52. Describe the types and results of intellectual activity.
53. Explain the organisational and legal forms of intellectual business.
54. Identify the features of intellectual business modelling.
55. Identify the directions and prospects for the development of intellectual business in Ukraine.
56. Describe the stages of transformation of intellectual property into an innovative product.
57. Explain the essence, objectives and goals of information support for intellectual business.
58. Describe the legal basis for the protection of intellectual property.

59. Explain the nature and characteristics of the motivation of developers of intellectual products.

60. Identify the features of intellectual business marketing.