READING PASSAGE 3

Innovation in Business

You should spend about 15 minutes on Questions 1-9.

Innovation means developing new ideas, products, and ways of doing things. It has helped people live better lives throughout history. However, many people do not understand how innovation happens. The word "innovation" is also used in different ways. For example, different businesses may have different ideas about what innovation means.

Innovation does not always mean creating something completely new. Sometimes, a small change can be very useful. For example, the drinks company Lucozade added a screw top to its bottle. This simple change helped people see Lucozade as a sports drink instead of a medicine. As a result, the company made more money. This shows that a small change can also be a successful innovation.

Many people think that great ideas come suddenly. Thomas Edison is sometimes described as a person who suddenly had the idea for the light bulb. However, Edison actually spent a lot of time doing experiments and working on his ideas. This shows that innovation usually needs hard work and patience. Business managers should not expect new ideas to appear immediately.

Steve Jobs, the former CEO of Apple, was famous for his creative ideas. However, he was also known for being demanding and difficult to work with. His strong personality helped him develop new products, but it could also cause problems for his employees. Some former employees said that his behaviour affected their health and teamwork. When employees are unhappy, creativity can become weaker.

Economist Tim Harford believes that successful systems often develop through trial and error. People sometimes expect businesses to find quick and simple solutions. However, companies may need to try different ideas and sometimes fail before they succeed. Therefore, failure and step-by-step development can be important parts of innovation.

Questions 1-5

Choose the correct letter, A, B, C, or D.

1. What is the main topic of the passage?

A. How companies make money
B. How innovation happens
C. The history of famous companies
D. Problems in modern businesses

2. Why does the writer mention Lucozade?

A. To show that innovation must be expensive
B. To show that a small change can be successful
C. To explain how drinks are produced
D. To compare Lucozade with other drinks

3. What does the writer say about Thomas Edison?

A. He developed his ideas through hard work and experiments.
B. He invented the light bulb very quickly.
C. He did not make many experiments.
D. He suddenly had all his best ideas.

4. What was one problem with Steve Jobs' management style?

A. He did not have creative ideas.
B. He was sometimes difficult for employees to work with.
C. He did not want to develop new products.
D. He avoided working with other people.

5. What does Tim Harford believe about innovation?

A. Companies should never fail.
B. Innovation should always happen quickly.
C. Trying different ideas can help companies succeed.
D. Businesses should only use simple solutions.

Questions 6-9

Complete the summary below. Choose NO MORE THAN TWO WORDS from the passage for each answer.

How Innovation Happens

Innovation involves creating new 6. __________, products, or methods.

However, innovation does not always require a completely new invention. The example of Lucozade shows that even a small change, such as putting a 7. __________ on a bottle, can make a product more successful.

The story of Edison suggests that successful innovation is often the result of 8. __________ and testing, rather than a sudden idea.

Steve Jobs was highly creative, but his demanding personality sometimes created difficulties for his 9. __________ and could affect their creativity.

According to Tim Harford, businesses should be willing to experiment. 10. __________ can help companies find better solutions and eventually achieve success.

ANSWER KEY

27. B

28. B

29. A

30. B

31. C

32. ideas

33. screw top

34. hard work

35. employees

36. trial and error