

School of

WRITTEN EXAMINATION

Course Entrepreneurship and business development G1N

Examination Supervised written examination

Course code FÖ241G

Credits for written examination

Date 2024-12-12

Examination time 14:30 – 18:30

Examination responsible Jan Sedenka

Teachers concerned Jan Sedenka

Aid at the exam/appendices

Other

Instructions

- ☐ Take a new sheet of paper for each teacher.
- ☒ Take a new sheet of paper when starting a new question.
- ☒ Write only on one side of the paper.
- ☒ Write your name and personal ID No. on all pages you hand in.
- ☒ Use page numbering.
- ☒ Don't use a red pen.
- ☒ Mark answered questions with a cross on the cover sheet.

Grade points Approved (G) / Failed (U)

Examination results should be made public within 18 working days

Good luck!

Total number of pages 2

School of Business
FÖ241G Entrepreneurship and Business development
7,5 ECTS credits
Date 12th of December 2024

Question 1

Opportunity is an important concept in entrepreneurship. Explain the two types of opportunities and the origin of each type.

- a) Identify and explain the two types of opportunities in entrepreneurship.
- b) Discuss the differences between the two types of opportunities and relate the discussion to Kirzner and Schumpeter view of entrepreneurship.

Question 2

Explain the three types of resources below, and why they are important in entrepreneurship.

- a) Financial resources
- b) Human resources
- c) Social resources

Question 3

Explain and discuss the SWOT analysis.

- a) What is the SWOT analysis
- b) Why is the SWOT analysis important for new firms

Question 4

Explain why it might be a good idea to use the STDP process when you design a Customer driven marketing strategy (or entering a new product on the market).

- a) Describe the models four parts and explain how they are connected to each other
- b) Show how the model can be used using your own (fictional or real) example.