UNIVERSITY OF SKÖVDE

School of

WRITTEN EXAMINATION

Course Entrepreneurship and business development G1N

Examination Supervised written examination

Course code FÖ241G   Credits for written examination

Date 2025-10-29   Examination time 08:30 – 12:30

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 29th of October 2025

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

There are three different theories or different ways of thinking when it comes to pricing products and services. Describe these three different theories and explain them as thoroughly as you can using your own relevant examples.

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.