School of

WRITTEN EXAMINATION

Course Entrepreneurship and business development G1N

Examination Supervised written examination

Course code FÖ241G   Credits for written examination 2,5 ECTS

Date 2024-10-28   Examination time 08:15 – 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

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. (4 points)

b) Discuss the differences between the two types of opportunities and relate the discussion to Kirzner and Schumpeter view of entrepreneurship. (4 points)

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.