

# Feedback — Assignment 1B: Entrepreneurial perspective

[Help](#)

Thank you. Your submission for this quiz was received.

You submitted this quiz on **Sun 14 Sep 2014 4:24 PM WEST**. You got a score of **10.00** out of **10.00**. You can [attempt again](#), if you'd like.

This end-of-week assessment includes true-false, multiple choice, numeric, and/or short answer responses. Your score will be viewable immediately upon submitting this assignment. The answers will be viewable one week after the due date for this assignment. You may retake this assessment up to three times before the due date. Your highest score will be the final score for this assignment.

## Question 1

Entrepreneurs cause entrepreneurship.

Your Answer	Score	Explanation
<input checked="" type="radio"/> True	✓ 1.42	
<input type="radio"/> False		
Total	1.42 / 1.42	

### Question Explanation

Market opportunities, technology changes, and other factors influence entrepreneurship. But, the entrepreneur, is at the heart of the matter. Without the entrepreneur, there is no entrepreneurship.

## Question 2

What are common motivators for entrepreneurs to start a new venture? Check all that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Freedom	✓ 0.29	

<input checked="" type="checkbox"/> Independence	✓	0.29
<input checked="" type="checkbox"/> Money	✓	0.29
<input checked="" type="checkbox"/> Help	✓	0.29
<input checked="" type="checkbox"/> Create	✓	0.29
Total	1.43 / 1.43	

**Question Explanation**

All of the provided choices are common motivators for entrepreneurs to start a new venture.

### Question 3

Innovations must be radical and disruptive in order to be viable for new company creation.

Your Answer	Score	Explanation
<input type="radio"/> True		
<input checked="" type="radio"/> False	✓ 1.43	
Total	1.43 / 1.43	

**Question Explanation**

Innovations do not have to be radical and disruptive in order to be viable for new venture creation. Incremental changes can be great opportunities.

### Question 4

Nike's development of the "Air Jordan" brand is an example of this type of innovation:

Your Answer	Score	Explanation
<input checked="" type="radio"/> Marketing innovation	✓ 1.43	
<input type="radio"/> Service innovation		
<input type="radio"/> Product innovation		
<input type="radio"/> Business model innovation		

Total

1.43 / 1.43

**Question Explanation**

Nike's development of the "Air Jordan" brand is an example of "marketing innovation".

## Question 5

What makes a decision “strategic”? Check all that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Involves planning actions in an uncertain and unpredictable future	✓ 0.48	
<input checked="" type="checkbox"/> Results in substantial gains or losses as a result of the decision and its subsequent outcomes	✓ 0.48	
<input checked="" type="checkbox"/> Requires significant allocations of resources	✓ 0.48	
Total	1.43 / 1.43	

**Question Explanation**

"Strategic" decisions involve the planning of actions in an uncertain and unpredictable future, requires significant allocations of resources, and results in substantial gains or losses as a result of the decision and its subsequent outcomes.

## Question 6

Strategic decisions typically share which four processes? Choose the four that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Generating alternatives	✓ 0.36	
<input checked="" type="checkbox"/> Selecting the alternative that best satisfies the evaluation criteria	✓ 0.36	
<input checked="" type="checkbox"/> Evaluating the various alternatives	✓ 0.36	
<input checked="" type="checkbox"/> Recognizing a problem situation	✓ 0.36	
<input type="checkbox"/> Assessing the environmental impact	✗ 0.00	

Total

1.43 /

1.43

**Question Explanation**

Strategic decisions typically share: (1) recognizing a problem situation; (2) generating alternatives; (3) evaluating the various alternatives; and (4) selecting the alternative that best satisfies the evaluation criteria.

## Question 7

The Opportunity Analysis Canvas is designed to help individuals develop which areas? (Check all that apply).

Your Answer		Score	Explanation
<input checked="" type="checkbox"/> Thinking entrepreneurially	✓	0.48	
<input checked="" type="checkbox"/> Seeing entrepreneurially	✓	0.48	
<input checked="" type="checkbox"/> Acting entrepreneurially	✓	0.48	
Total		1.43 / 1.43	

**Question Explanation**

The Opportunity Analysis Canvas is designed to help you think entrepreneurially, see entrepreneurially, and act entrepreneurially.