

1.Customer Development:. Single choice.

(1.5 Points)

- ☐ is a different name for Lean Startup
- ☐ ends when growth hacking starts
- ☐ is included in the conceptual term Lean Startup Approaches
- ☐ and Agile Development are mutually exclusive

2.What are the 3 main numbers that an entrepreneur has to forecast in a business plan?. Single choice.

(1.5 Points)

- ☐ Sales, Number of Employees, Amount of Debt
- ☐ Sales, Operating Costs, Investments
- ☐ Sales, Operating Costs, Cost of Debt
- ☐ Sales, Number of Employees, Investments

3.Complementors are recognized as an additional factor in Porter's 5 forces model, defined as:. Single choice.

(1.5 Points)

- ☐ Non-competing companies which have an impact on the bargaining power of the company's buyers and/or suppliers
- ☐ Non-competing companies which have an impact on the level of market demand
- ☐ Competing or non-competing companies which have an impact on the level of internal rivalry in the industry

4.Which is the typical advantage of platform-based businesses compared to traditional businesses:. Single choice.

(1.5 Points)

- ☐ A stronger focus on few differentiation advantages
- ☐ An easier access to complementary assets
- ☐ Lower costs thanks to the reduction of fixed costs

5.The Business Model Canvas is:. Single choice.

(1.5 Points)

- ☐ A powerful tool for visualizing existing or potential business models of a company
- ☐ A decision support system for selecting alternative business models
- ☐ A model for valuing the potential profit coming from a new business idea

6.Brand image is:. Single choice.

(1.5 Points)

- ☐ What is perceived from a brand by customers
- ☐ The company's promise to its customers
- ☐ How the company wants to be perceived
- ☐ Which values the company wants to represent

7.In the choice of target segments, which variables a company needs to consider?. Single choice.

(1.5 Points)

- ☐ Possible creation of entry barriers and duration of the segment
- ☐ Attractiveness of the segments and compatibility of the segments with the company strategy and resources
- ☐ Attractiveness of the segments and duration of the segment
- ☐ Possible creation of entry barriers and compatibility of the segments with the company strategy and resources.

8.How do disruptive innovations usually perform relative to existing products/services in the market?. Single choice.

(1.5 Points)

- ☐ Less performing than existing solutions
- ☐ More performing than existing solutions
- ☐ They have the same performance

9.Which is a typical characteristic of the development of digitally based disruptions?. Single choice.

(1.5 Points)

- ☐ Companies clearly focus on cost and differentiation advantages
- ☐ Companies requires complementary assets for their innovation
- ☐ Companies can adopt a trial-and-error approach with low investments

10.In a cross-border M&A:. Single choice.

(1.5 Points)

- ☐ The risk of integration difficulties is greater than in a within-border M&A
- ☐ The risk of having a larger debt is greater than in a within-border M&A
- ☐ The risk of having a too much diversification is greater than in a within-border M&A

11.Which of the following actions is NOT necessary to achieve a differentiation advantage?. Single choice.

(1.5 Points)

- ☐ To understand where and how customers buy the company's products
- ☐ To map the product attributes and the perceived value by the customers
- ☐ To change or delete those resources that create greater value for customers but entail greater costs

12.Which of the following is a cost-based pricing?. Single choice.

(1.5 Points)

- ☐ Perceived value pricing
- ☐ Going-rate pricing
- ☐ Target return pricing
- ☐ Dynamic pricing

13.Which of the following is NOT an objective of positioning:. Single choice.

(1.5 Points)

- ☐ Understand the relative importance of customers purchase criteria
- ☐ Evaluate consumers' perceptions toward competitors' offering
- ☐ Find free spaces where to place the company offer
- ☐ Show the superiority of the company offer

14.Cash Burn Rate:. Single choice.

(1.5 Points)

- ☐ Describes the annual financial needs of startups
- ☐ Describes the monthly financial needs of startups
- ☐ Corresponds to the number of months covered by existing funds to sustain startup activities
- ☐ None of the options above is correct

15.Which of the following statements concerning corporate and business strategy is CORRECT:. Single choice.

(1.5 Points)

- ☐ The definition of a corporate strategy can only be made once the business strategy is set
- ☐ The definition of a business strategy can only be made once the corporate strategy is set
- ☐ Business strategy and corporate strategy are two distinct and independent aspects of strategy making

16.What does ambidexterity refer to?. Single choice.

(1.5 Points)

- ☐ The separation of emerging businesses from the existing ones in the organization
- ☐ Creation of an R&D unit dedicated to develop technologies and solutions for new businesses
- ☐ Dedicate a new plant to the production of new products

17.A source of cost advantage for a certain company can be:. Single choice.

(1.5 Points)

- ☐ The preferential access to raw materials
- ☐ The presence of a patent for the production process
- ☐ Both of the above

18.In Porter's 5 forces framework, the buyers' bargaining power depends on:. Single choice.

(1.5 Points)

- ☐ The number and relative size of the most important buyers
- ☐ The buyers' importance in defining key features of the final product/service
- ☒ Both of the above

19.What is not a key principle for the Lean Startup Approaches?. Single choice.

(1.5 Points)

- ☐ Making experiments
- ☐ Cutting waste
- ☐ Being cheap
- ☐ Listening the voice of the customer

20.Which of the following statements regarding corporate goals is CORRECT:. Single choice.

(1.5 Points)

- ☐ Shareholder wealth maximization should always be the main and only goal of a company
- ☐ Shareholder wealth maximization sometimes entails negative consequences for other stakeholders
- ☐ Stakeholders' interests should always take precedence over profit maximization