

3. The Business Model Canvas is:
(1.5 punti)

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

4. Cash Burn Rate
(1.5 punti)


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

5. Which is a typical characteristic of the development of digitally based disruptions?
(1.5 punti)

- ☐ Companies require complementary assets for their innovation
- ☐ Companies can adopt a trial-and-error approach with low investments
- ☐ Both of the above

6. Which of the following is a cost-based pricing?
(1.5 punti)

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

7. In Porter's 5 forces framework, the buyers' bargaining power depends on: 
(1.5 punti)

- ☐ 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

8. How do disruptive innovations usually perform relative to existing products/services in the market?
(1.5 punti)

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

9. Which is the typical advantage of platform based businesses compared to traditional businesses:
(1.5 punti)

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

10. Which of the following is NOT an objective of positioning:
(1.5 punti)

- ☐ to discover opportunities for a distinctive value proposition
- ☐ to discover the importance of different attributes in the consumers' mind
- ☐ to understand consumers' perceptions toward competitors' offer
- ☐ to understand the post-purchase behaviors of customers

11. Complementors are recognized as an additional factor in Porter's 5 forces model, defined
(1.5 punti)

- ☐ Non-competing companies which have an impact on the bargaining power of the company's buyers and 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

12. Brand image is:
(1.5 punti)

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

13. In a cross-border M&A
(1.5 punti)

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

14. Which of the following actions is NOT necessary to achieve a differentiation advantage?
(1.5 punti)

- ☐ 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
- ☐ To understand where and how customers buy the company's products

15. Which of the following statements concerning corporate and business strategy is CORRECT:
(1.5 punti)

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

16. Risks of service purchase

- ☐ Performance, psychological and conditional risk
- ☐ Physical, conditional and opportunity risk
- ☐ Financial, performance and branding risk
- ☐ Performance, financial and opportunity risk

17. Which of the following statements regarding corporate goals is CORRECT:
(1.5 punti)

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

18. What is not a key principle for the Lean Startup method?
(1.5 punti)

- ☐ Making experiments
- ☐ Being cheap
- ☐ Listening to the voice of the customer

19. In the choice of target segments, which variables a company needs to consider?
(1.5 punti)

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

20. What does ambidexterity refer to?
(1.5 punti)

- ☐ 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
- ☐ The separation of emerging businesses from the existing ones in the organization

21. Which of the following statements about brand portfolio is WRONG:
(1.5 punti)

- ☐ A brand portfolio needs to display a master brand and sub-brands
- ☐ A brand portfolio is characterized by different brands working together to support business strategies
- ☐ Managing a brand portfolio implies defining the marketing resources to devote to each brand
- ☐ In the ideal portfolio each brand cover its own area, without relevant overlapping with other brands

22. A source of cost advantage for a certain company can be:
(1.5 punti)

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

