1) which is a typical characteristic of the development of digitally based innovation?

* companies clearly focus on cost and differentiation advantages no
* companies requires complementary assets for their innovation no
* companies can adopt a trial-and-error approach with low investment si

2) The business model canvas is:

* A powerful tool for visualising existing or potential business models .. si
* A decision support system for selecting alternatives business model
* A model for valuing the potential profit coming from a new business

3) Brand IMAGE is:

4) what is not a key principle for the lean start-up approach?

* making experiments si
* Cutting waste
* Being cheap
* Listening the voice of the costumers si

5) A source of cost advantage for a certain company can be:

* the preferential access to raw materials
* The presence of a patent dot the production process
* Both of the above

6) in a cross-border M&A:

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

7) which of the following is a cost based pricing?

* perceived value pricing
* Going rate pricing
* Target return pricing
* Dynamic pricing

8) which of the following statements regarding corporate goals is true?

* shareholder wealth maximisation should always be the main and only goal of a company
* Shareholder wealth maximisation sometimes entails negative consequences of other stakeholders
* Stakeholders interests should always take precedence over profit maximisation

9) which of the following action is NOT necessary to achieve differentiation advantage?

* To understand where and how customers buy the products
* To map the product attributes and the perceived value by customers SI
* To change or delete those resources that create greater value for costumers but entail greater costs

10) Customer development:

* Is a different name for Lean Start-up
* Ends when growth hacking starts
* Is included in the conceptual term Lean Start-up Approaches
* And Agile Development are mutually exclusive

11) which is the typical advantage of platform based business?

* A stronger focus on few differentiations’ advantages
* An easier access to complementary assets
* Lower costs thanks to the reduction of fixed costs

12) which of the following statements concerning corporate and business strategy is true?

- the definition of a corporate strategy can only be made once the business strategy is … done. no

13) what are the 3 main numbers that an entrepreneur must consider?

* Sales, number of employees, amount of debt no
* Sales, operating cost, investment
* Sales, operating cost and cost of debt
* Sales, number of employees, investment no

14) complementors are?

15) which of the following is NOT an objective of positioning?

* understand the relative importance of costumers purchase criteria si
* Evaluate costumers’ perception toward competitors offering
* Find spaces where to place the company offer si
* Show the superiority of the company offer si