

BINUS University

Academic Career: <i>Undergraduate / Master / Doctoral *)</i>	Class Program: <i>International/Regular/Smart Program/Global Class*)</i>
<input type="checkbox"/> Mid Exam ✓ Final Exam <input type="checkbox"/> Short Term Exam <input type="checkbox"/> Others Exam : _____	Term : Odd/Even/Short *)
✓ Kemanggisan ✓ Alam Sutera ✓ Bekasi <input type="checkbox"/> Senayan <input type="checkbox"/> Bandung ✓ Malang	Academic Year: 2020 / 2021
Faculty / Dept. : BEC / Binus Entrepreneurship Center	Deadline Day / Date : 09 February 2021 Time : 18:40:00
Code - Course : ENTR6004 - Entrepreneurship II	Class :
Lecturer :	Exam Type : Online
*) <i>Strikethrough the unnecessary items</i>	
<i>The penalty for CHEATING is DROP OUT!!!</i>	

Currently, various businesses are in poor condition, for example, in the creative industry business. You feel there is potential in the creative industry to grow your business.

1. Creating business ideas in creative industries. Describe your business idea and describe at least three (3) innovations that make you different from other businesses! (15%)
2. Create a business model canvas based on your business and explain the details! (40%)
3. Explain your business marketing mix! (25%)
4. What types of intellectual property rights will you use for your business? Explain! (20%)

* You are not allowed to copy and paste from the internet. If you used any source for your answer, retry your answer and write a reference.

* Specifically for point 2, also explain it with a video, provide an accessible answer link.

Verified by,

[Glory Aguzman] (D5368) and sent to Department/Program on January 11, 2021