**Take home part of the Exam**

**Instructions:**

* *You have from Wednesday noon up to the time before the exam to come up with the answers to the two questions below*
* *Make sure you submit your answers in soft copy.*
* *Your answers here should be copy and pasted in the final paper you will submit during the exam on Thursday.*
* *You may discuss your answers to this with any of your classmates.*
* *For each of your supporting evidences, make sure you put the page number as a reference. (e.g. “Desktops: a variety of equipment from at least 10 different suppliers, p.5” )*

Questions:

1. (30 pts.) Given the facts in the case and maybe some research, do some preliminary business analysis of Cirque Du Soleil during the time frame that the case was written. You may use any or all of the business planning frameworks discussed in class. As part of your analysis, you are to give us the overall challenges that Danielle had to face when she entered Cirque du Soleil.

Note though that we will be grading according to the following criteria:

* 1. Appropriateness of the framework/s used – Was the framework/s used the most appropriate one given the facts of the case or *pinilit lang gamitin?*
  2. Analysis using the framework/s – Did the student correctly identify the facts associated with each part of the framework?
  3. The overall analysis/conclusion of the business environment – Did the student make a good overall analysis in order to describe the total business environment?

1. (15 pts.) Discuss thoroughly or diagrammatically the critical business process of Cirque du Soleil.

Note that we will grade you according to :

* 1. Correctness – that the business process you identified is the critical business process of Cirque du Soleil
  2. Thoroughness – that you cover the important aspects of the business process.

You may refer to the website of Cirque du Soleil for further information about the company. The following link is very much related to the case:

<http://www.cirquedusoleil.com/en/press/news/2011/creation-process.aspx>