

CUEGIS question tips

1st paragraph: Show knowledge in the CUEGIS concepts

2nd paragraph: clear introduction of the company

3rd paragraph: implication of 1st CUEGIS concept: individual stakeholders + tools / theory

4th paragraph: positive impact

5th paragraph: negative impact

6th paragraph: 2nd CUEGIS concept

7th paragraph: limitations of innovation

8th paragraph: conclusion

A: concepts are well defined and good use of relevant business management content

B: good application of the company's throughout, examples used effectively

C: arguments presented with the evidence, positive and negative aspects discuss with justification

E: discussion of perspectives of multiple stakeholders