Uber has a technological platform that revolutionized urban transportation. How is the business model of Uber different from traditional taxi?

 Uber has a slightly more predictable pricing model - offering passengers an estimated total cost.

 Uber doesn't employ any taxi drivers or owns any taxi. Uber basically connects the passenger and taxi drivers and takes a percentage of the fee from the fare.

 Uber business model involves building partnerships and let the partners work under their brand rather than building and developing the offering on their own.

 All of the above.

***1 point***

Which of the following statement is not correct?

 Business scenarios may never be directed by business models.

 Business scenario is directed by needs and integration or disintegration people.

 Business models are directed by a business scenario.

 None of the above

***1 point***

Which among the following are the qualities required in an entrepreneur?

 Creativity and Thinking Ability

 Aptitude for Human Relations

 Communication Skills

 All of the above

***1 point***

 \_\_\_\_\_\_\_\_ is an excellent example of social entrepreneurship.

 Grameen Bank of Bangladesh

 ITC Limited

 United Breweries Group

 Coca-Cola

***1 point***

Which statement best defines Social Entrepreneurship?

 Any organization that derives maximum profit through its offerings.

 Organizations or ventures that provide jobs to large numbers of people.

 Individual, group, or an organization that develops and finds solutions that addresses the needs and problems of the society.

 An enterprise that produces new products or services.

***1 point***

Read the following statements about Blue Ocean Strategy. i. It creates uncontested market space ii. It makes the competition irrelevant iii. It exploits an existing demand Which of the following options is correct?

 All statement are true

 None of the statement is true

 i & ii are true, while iii is false

 ii & iii are true, while i is false

***1 point***

How can an organization reconstruct market boundaries according to the Blue Ocean Strategy?

 Looking across alternative industries

 Looking across strategic groups within industries

 Looking across the chain of buyers

 All of the above

***1 point***

What are the elements in the Four action framework of Blue Ocean Strategy?

 Eliminate, Reduce, Reuse and Recycle

 Eliminate, Reduce, Raise and Create

 Eliminate, Recreate, Recycle and Reuse

 Reduce, Reuse, Recycle and Recreate

***1 point***

Which among the following is not a suitable example of Blue Ocean Business Strategy?

 Hindustan Unilever

 Patanjali

 Cirque du Soleil

 Marvel

***1 point***

An entrepreneur is someone who \_\_\_\_\_\_\_\_\_\_.

 Organizes a business

 Manages a business

 Takes risks

 All of the above