

Exam in SFB31020 Entrepreneurship in global perspective

Course Code: SFB31020-1 21H

Course Name: Entrepreneurship in a Global Perspective

Exam Assessment: 72 hours written individual home-exam

Exam Date and time: 14.12.21 12:00 AM – 17.12.21 12:00 AM

Examination Format: Take Home Open Book Examination

Number of words: Maximum 4,500 words (without front page, table of contents and appendices)

Line distance: 1,5

Text format: Times New Roman, size 12

Grading: The grading follows the A-F grading scale, where F is failure.

About the exam

In this exam you are expected to answer all tasks and questions under assessment 1 and 2.

You are required to be able to discuss and apply key theories and practices within international entrepreneurship, and to support your arguments using references from reliable sources written according to the APA-style (<https://kildekompasset.no/en/referencing-styles/apa-7th/>).

Assessment 1

Case 1: GasPorOx AB (max 1 page)

- 1) In this task you are expected to answer questions related to the company GasPorOx AB, and their gas analyzers as presented in class (Tip: Look at the supplied PowerPoint file):
 - a) What main problem was the company trying to solve?
 - b) Explain how the problems was solved and what the end-result of this process was for the company by using arguments from global entrepreneurship.

Case 2: Bitcoin (max 1 page)

- 2) In this task you are expected to answer questions related to bitcoin
 - a) What is bitcoin?
 - b) Explain how to invest in bitcoin? (Tip: Look at the supplied PowerPoint file)
 - c) What are the disadvantages and advantages of bitcoin seen in a global perspective?

Case 3: Fresh and Funky (max 3-4 pages)

In early 2004, Mercia (24 years) and Yvonne Samson (23 years) had an idea of starting a fashion boutique for young people. After completing all the business startup processes, they applied for business finance but were unsuccessful on all occasions. Both had jobs but were committed to making their business dreams a reality. The prospect of being their own bosses and making their own money was too strong. After some months of nail-biting sacrifice, they had saved a reasonable amount of money to open their shop in the Maerua Mall shopping complex.

Their business, Fresh and Funky, supplies high fashion clothing and accessories to people aged fifteen to thirty years. “The sort of clothes your mother wouldn’t buy you,” says Mercia, who loves and knows fashion. Most of Fresh and Funky’s stock comes straight from a fashion

house in London.

Yvonne, who has a head for business and a Diploma in Business Management, runs the organizational side of things which included registering the business' name, completing taxation forms, applying for an import license and the shop layout. On her side, Mercia has taste for fashion and you cannot beat her on that. She takes care of that side of their business. As young women in business, Yvonne and Mercia sometimes meet some challenges, but this is forgotten when their customers come and are excited by the clothes on offer.

Mercia and Yvonne's business is slowly but steadily growing. They are expanding their range of stock and have started promoting their business wider. In the long run, they wish to expand their shop and maybe open a new outlet in Swakopmund, as well as producing their own garments. Yvonne registered their business.

- 3) Answer the following questions related to Fresh and Funky:
 - a) Name any two bodies of registration in your country
 - b) Explain two reasons why a business should be registered
 - c) Explain the importance of a business like Fresh and Funky to the country as a whole, in at least four (4) ways
 - d) Fresh and Funky is a partnership consisting of Yvonne and Mercia
 - i) Explain four disadvantages of running a business as a partnership
 - e) Mercia and Yvonne applied for finance by giving the bank a business plan. Write up the following sections of a business plan for them:
 - i) Introduction
 - ii) Organizational Plan
 - f) Identify two challenges that these two entrepreneurs might face in the business world.

Assessment 2

Exam Questions (max 5-6 pages)

In this part of the exam, you are expected to solve and answer all the following tasks and questions:

- 4) Think of a societal issue in your community which you can solve.
 - a) Give reasons for your choice
 - b) Explain the challenges you can expect to meet and how to overcome them
 - c) Define social entrepreneurship
- 5) Born globals are used to describe a certain type of individuals:
 - a) What are born globals?
 - b) What characterizes born globals as entrepreneurs?
- 6) General questions:
 - a) What is the purpose of a SWOT analysis?
 - b) Describe three types of information contained in a PESTEL analysis
 - c) Explain two ways a business benefits by doing a Five Forces analysis
 - d) Explain what migrant entrepreneurship is and give an example
 - e) Describe at least two different ways for companies to enter international markets
- 7) "Dark side" of entrepreneurship:
 - a) Identify, and explain what you see as the "dark side" of entrepreneurship by using the FIFA World Cup in Qatar as an example.