Ministry of Higher Education and Scientific Research

University of Batna 1
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First year master's degree E.M.E.

Last name: ....

First name: ....

Group: ....

Score: .... /20

The Typical Answer of Ordinary Session Exam in Entrepreneurship 2 (May 2025)

Section 01: _____ *(03 Pts)*

Put ☑ in front of the appropriate answer choice.

1. Did the modern concept of entrepreneurship begin during the Industrial Revolution or the Agricultural Revolution?
☑ **The Industrial Revolution** **0.5**
☐ The Agricultural Revolution

2. Is an entrepreneur someone who works for others or starts and manages their own business?
☐ Works for others
☑ **Starts and manages their own business** **0.5**

3. Does entrepreneurship only involve making a profit or can it also have a social impact?
☐ Only making a profit
☑ **Can also have a social impact** **0.5**

4. Is risk in entrepreneurship always predictable or can it be uncertain?
☐ Always predictable
☑ **Can be uncertain** **0.5**

5. Are all entrepreneurs born with natural talent or can entrepreneurial skills be learned?
☐ Born with talent
☑ **Can be learned** **0.5**

6. Is the entrepreneurial spirit about avoiding risks or taking initiative and being creative?
☐ Avoiding risks
☑ **Taking initiative and being creative** **0.5**

7. Did Muhammad Yunus create Grameen Bank to support rich people or poor people?
☐ Rich people
☑ **Poor people** **0.5**

8. Can entrepreneurship help achieve the Sustainable Development Goals (SDGs)?
☑ **Yes** **0.5**
☐ No

Section 02: _____ *(04 Pts)*

Put ☑ in front of the appropriate answer choice.

1. Why is it difficult to define small and medium-sized enterprises (SMEs)?
☐ Because all countries have the same standards
☐ Because there is only one fixed criterion globally
☑ **Because definitions vary by country and over time** **0.5**

2. What is one main reason small enterprises are considered flexible?
☐ They only operate online
☑ **They can quickly respond to market changes**
☐ They avoid local markets **0.5**

3. What differentiates entrepreneurial ventures from small enterprises in terms of risk?
☐ Both are equally risky
☑ **Entrepreneurial ventures involve higher but calculated risks** **0.5**
☐ Small enterprises are riskier

4. What form of entrepreneurship involves starting a brand-new business?
☐ Internal entrepreneurship
☑ **Establishing a new venture** **0.5**
☐ Acquisition of an existing enterprise

5. What stage of an entrepreneurial project involves writing a detailed business plan?
☐ Idea generation
☑ **Planning and feasibility** **0.5**
☐ Implementation

6. Which of the following is true about small enterprises and capital?
☐ They require large initial capital
☐ They are mostly funded by government loans
☑ **They often rely on personal savings** **0.5**

7. How do SMEs contribute to social development?
- ☐ By replacing large enterprises
- ☑ **By creating jobs and generating wealth** **0.5**
- ☐ By only selling luxury products

8. What does internal entrepreneurship involve?
- ☑ **Launching new projects within an existing business** **0.5**
- ☐ Buying a competitor's company
- ☐ Starting a franchise in another country

Section 03: _____ (05 Pts)

Use the following terms to complete the paragraph below by filling in the blanks with the appropriate term: **(1) needs, (2) problems, (3) brainstorming, (4) experiences, (5) SCAMPER, (6) SWOT, (7) industry, (8) design, (9) zero draft, (10) mind mapping**. **0.5 x 10**

Entrepreneurial ideas can emerge from different sources, such as personal **experiences**, general **needs**, and current **problems**. Observing daily activities or staying updated with **industry** trends can also inspire new ventures. Once an idea is formed, entrepreneurs can use techniques like **Zero Draft** to quickly record their thoughts without judgment or structure, or engage in **brainstorming** sessions to generate a large number of ideas. Another visual method is **mind mapping**, which helps organize ideas around a central theme. To better understand user needs, many innovators use **Design Thinking**, a human-centred approach that includes steps like prototyping and testing. For more structured analysis, entrepreneurs can apply **SWOT** analysis to identify internal and external factors. Lastly, the **SCAMPER** technique helps reimagine existing ideas by prompting actions like substituting, combining, and modifying.

Section 04: _____ (08 Pts)

Read the following real-world scenarios carefully. For each one, identify which SCAMPER technique is being applied as shown in Scenario 1: **(1) Substitute, (2) Combine, (3) Adapt, (4) Modify, (5) Put to Another Use, (6) Eliminate, (7) Rearrange**.

Scenario 1: *A coffee shop replaced dairy milk with oat milk in all its beverages to cater to lactose-intolerant customers and expand its vegan offerings. The SCAMPER Technique used here is:* Substitute

Scenario 2: *A fitness app integrated a music streaming service to allow users to listen to workout playlists while tracking their progress.*
The SCAMPER Technique used here is: **Combine** **0.75**

Scenario 3: *A home delivery service removed the need for phone orders by introducing a fully automated mobile app.*
The SCAMPER Technique used here is: **Eliminate** **0.75**

Scenario 4: *A bicycle brand created a collapsible model that fit into a backpack, making it more convenient for urban commuters.*
The SCAMPER Technique used here is: **Rearrange** **0.75**

Scenario 5: *A manufacturer of children's toys took inspiration from adult board games and adapted the concept to create educational versions for kids.*
The SCAMPER Technique used here is: **ADAPT** **0.75**

Scenario 6: *An entrepreneur redesigned a bulky vacuum cleaner into a smaller, portable version for quick car cleanups.*
The SCAMPER Technique used here is: **Modify** **0.75**

Scenario 7: *A plastic bottle manufacturer began producing eco-friendly flowerpots from recycled bottles.* **0.75**
The SCAMPER Technique used here is: **Put to Another Use**

Scenario 8: *A clothing brand released a line of reversible jackets, offering two designs in one garment.*
The SCAMPER Technique used here is: **Rearrange** **0.75**

Scenario 9: *A tech company changed the color and shape of its smartphone model to make it more appealing to young adults.*
The SCAMPER Technique used here is: **Modify** **0.75**

Scenario 10: *An online learning platform rebranded its course "Basic Business Skills" to "Startup Success Skills" to attract more entrepreneurs.*
The SCAMPER Technique used here is: **Substitute** **0.75**

Scenario 11: *A startup reduced the number of features in its software app to focus only on the core tools users needed most.*
The SCAMPER Technique used here is: **Eliminate** **0.75**

Good Luck!

+ 0.5 for everyone