



University of Batna 1

Faculty of Economics, Commercial and Management  
Sciences

Department of Economic Sciences

First year master's degree E.M.E.

## The Typical answer of the Ordinary Session Exam in Entrepreneurship II (May 2024)

### Section 01: \_\_\_\_\_ (10 Pts)

Put  in front of the appropriate answer choice.

1. Entrepreneurs are generally risk-averse, preferring safe and predictable ventures.

True.

False. 0.5pt

2. Flexibility is not necessary for entrepreneurs as they should stick to their original plans.

True.

False. 0.5pt

3. Entrepreneurship always leads to immediate financial success.

True.

False. 0.5pt

4. Customer-centric approach means prioritizing the needs of competitors over customers.

True.

False. 0.5pt

5. What was the modern understanding of entrepreneurship influenced by?

Ancient civilizations.

The Industrial Revolution. 0.5pt

6. What is an individual who takes the initiative to start, develop, and manage a business venture called?

Manager.

Entrepreneur. 0.5pt

7. What is the ability to generate novel ideas, concepts, or solutions called?

Innovation.

Creativity. 0.5pt

8. What involves making decisions in uncertain environments with potential for failure?

Risk-taking. 0.5pt

Proactiveness.

9. What does linking entrepreneurial projects to the Sustainable Development Goals (SDGs) enhance?

Access to competition.

Social Impact. 0.5pt

10. Which of the following is a misconception about entrepreneurship?

Entrepreneurial aptitude is an innate talent. 0.5pt

Entrepreneurship is solely about adventure.

11. In developed countries, small enterprises are often established and operated by which of the following groups?

Large corporations.

Marginalized groups. 0.5pt

International organizations.

12. Which of the following is NOT a characteristic of small enterprises?

Relying heavily on external funding sources. 0.5pt

Low initial capital requirements.

Flexibility in targeting local markets.

13. Which of the following is a key role of small enterprises in economic development?

Increasing income inequality.

Widening the gap between urban and rural areas.

Providing employment opportunities. 0.5pt

14. Which form of entrepreneurship involves launching a new project or activity within the framework of the current enterprise?

Internal entrepreneurship. 0.5pt

Acquisition of an existing enterprise.

Establishing a new venture.

15. Which of the following is a key characteristic of entrepreneurial ventures?

- Limited creativity 0.5pt
- Clear and pre-existing market
- Visionary and ambiguous establishment period 0.5pt

16. Which of the following is a common source for entrepreneurial project ideas?

- Government regulations.
- Personal skills and experiences. 0.5pt
- Environmental conservation laws.
- Historical events.

17. Which technique emphasizes generating a large volume of ideas quickly without judgment?

- Brainstorming. 0.5pt
- Mind Mapping.
- SCAMPER.
- Design thinking.

18. What technique involves rapidly jotting down initial ideas without concern for their structure or quality?

- Zero Draft. 0.5pt
- Mind Mapping.
- SCAMPER.
- Design thinking.

19. Which method encourages the creation of a hierarchical structure for organizing ideas?

- Zero Draft.
- Brainstorming.
- Mind Mapping. 0.5pt
- SCAMPER.

20. Which method encourages participants to expand on ideas proposed by others?

- Zero Draft.
- Brainstorming. 0.5pt
- Mind Mapping.
- SCAMPER.

**Section 02:** \_\_\_\_\_ (06 Pts)

The SCAMPER method is a creative thinking tool that offers seven ways to manipulate ideas, products, or existing processes to generate new and innovative solutions. SCAMPER is an acronym for Substitute, Combine, Adapt, Modify/Magnify, Purpose, Eliminate/Minimize and Rearrange/Reverse.

Complete the following table by giving examples of each SCAMPER action.

SCAMPER action	Example 1	Example 2
Substitute	Electric Cars	E-books
Combine	Smartwatch with Health Monitoring <span style="float: right;">0.5pt</span>	Coffee Shop and Bookstore <span style="float: right;">0.5pt</span>
Adapt	Adjustable-Height Desk <span style="float: right;">0.5pt</span>	Solar-Powered Phone Chargers <span style="float: right;">0.5pt</span>
Modify	Foldable Smartphones <span style="float: right;">0.5pt</span>	Large Touchscreen Tablets <span style="float: right;">0.5pt</span>
Put to another use	Shipping Containers as Homes <span style="float: right;">0.5pt</span>	Old Tires as Playground Equipment <span style="float: right;">0.5pt</span>
Eliminate	Minimalist Wallets <span style="float: right;">0.5pt</span>	Single-Use Plastics Ban <span style="float: right;">0.5pt</span>
Rearrange/Reverse	Modular Furniture <span style="float: right;">0.5pt</span>	Reverse Vending Machines <span style="float: right;">0.5pt</span>

**Section 03:** \_\_\_\_\_ (04 Pts)

Choose one of the following questions and answer it briefly: 4pts

**Q1.** Yes, it is possible to use idea generation methods such as brainstorming, mind mapping, and the SCAMPER technique within the design thinking process. These methods can enhance creativity and help generate a wide range of solutions during the ideation phase of design thinking.

**Q2.** Publishing the Business Model Canvas (BMC) for customers has both advantages and disadvantages.

**Benefits:**

- Transparency: Builds trust.
- Customer Engagement: Fosters loyalty.
- Feedback: Gains valuable insights.

**Drawbacks:**

- Competitive Risk: Exposes strategic details.
- Misinterpretation: Potential for confusion.
- Overwhelming Details: Might disengage customers.

**Good luck!**