

Unit 5 - Week 4

Course outline

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Week 4

- What is Business Model?
- Who is an Entrepreneur?
- Social Entrepreneurship?
- Blue Ocean Strategy-I
- Blue Ocean Strategy-II
- Quiz : Assignment 4

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Assignment 4

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

Due on 2019-09-25, 23:59 IST.

1) Which of the following is correct?

1 point

- In cocreation process, value is co-created by a reciprocal and mutually beneficial relationship.
- In cocreation process, value is provided from producer to customer.
- Flow of value in cocreation process depends on nature of product.
- All of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

In cocreation process, value is co-created by a reciprocal and mutually beneficial relationship.

2) Which of the following is true?

1 point

- People has inertia to join the process of cocreation.
- People want to be engaged in meaningful way.
- People want to join the process of creation subject to rewards.
- None of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

People want to be engaged in meaningful way.

3) Which amongst the following is not a type of business model?

1 point

- Bricks and Clicks business models
- Ice cream and Popcorn business models
- High touch business models
- Franchise model

No, the answer is incorrect. Score: 0

Accepted Answers:

Ice cream and Popcorn business models

4) Which amongst the following is true for Nickel-and-dime business models?

1 point

- The basic product or service is cost-sensitive in Nickel and dime business models.
- Product in Nickel and Dime business models being cost sensitive are priced as low as possible.
- An additional amount is charged for every other service that comes with basic product
- All of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

All of the above

5) Which of the following is not a characteristic feature of entrepreneurship?

1 point

- Individual with proactive approach
- Availability of Opportunity
- Involvement of Risk
- External Locus of control

No, the answer is incorrect. Score: 0

Accepted Answers:

External Locus of control

6) Two important criterion for social entrepreneurship are

1 point

- The aim must be social good and it is achieved by selling of goods and services
- Selling of goods is the aim and social good is achieved through it
- Selling of goods is aim and percentage of profit is donated for social cause
- Aim is social good and is achieved by charity and various donations and schemes of government

No, the answer is incorrect. Score: 0

Accepted Answers:

The aim must be social good and it is achieved by selling of goods and services

7) Examples of organizations in the category of social Entrepreneurship is/are.

1 point

- Study Hall Education Foundation
- Ranga Sutra
- Pipal Tree
- All of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

All of the above

8) is the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing

1 point

- Red Ocean Strategy
- Blue Ocean Strategy
- Marketing mix
- None of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

Blue Ocean Strategy

9) Boundaries in the market are well defined and well accepted and the competitive rules of the game are known to every player and the companies try to outdo their competitors to take a greater share of standing demand. The above criterion refers to

1 point

- Red Ocean Strategy
- Blue Ocean Strategy
- Marketing mix
- All of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

Red Ocean Strategy

10) Red Ocean Strategy received its name from

1 point

- It was developed by strategist while on a cruise in Red Ocean.
- The behavior of strategists during strategy formation is similar to behavior of Red Ocean during tornados and hurricanes.
- Due to cut throat or bloody competition amongst rivals
- All of the above

No, the answer is incorrect. Score: 0

Accepted Answers:

Due to cut throat or bloody competition amongst rivals