Assignment 4

The due date for submitting this assignment has passed. Due on 2019-08-25, 23:59 IST.

As per our records you have not submitted this assignment.

1) Which of the following is correct?
   - 2 points
   - In cococroration, process value is co-created by a reciprocal and mutually beneficial relationship.
   - Payments are provided to the consumer.
   - Both of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - In cococroration, process value is co-created by a reciprocal and mutually beneficial relationship.

2) Which of the following is true?
   - 2 points
   - People have free to join the process of cocreation.
   - People want to be engaged in meaningful way.
   - Both 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?
   - 2 points
   - Bricks and Clicks-business model
   - Ice cream and Popcorn business model
   - High touch business model
   - Franchise model
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Ice cream and Popcorn business model

4) Which amongst the following is true for toll-type and time business models?
   - 2 points
   - The basic product or service is consumer-friendly.
   - Product is only available in limited time and selected business models.
   - An additional amount is charged for every service that comes with basic product
   - All of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - An additional amount is charged for every service that comes with basic product

5) Which of the following is not a characteristic feature of entrepreneurship?
   - 2 points
   - 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 criteria for social entrepreneurship are:
   - 2 points
   - To be socially good and it is achieved by selling of goods and services
   - Believing goods is the aim and social good is achieved through it
   - Aim is social good and it is achieved by social good and various donations and schemes of government
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Aim is social good and it is achieved by various donations and schemes of government

7) Examples of organizations in the category of social entrepreneurship agency are:
   - 2 points
   - Eddy Hall Education Foundation
   - Asha
   - Rajiv Gandhi Foundation
   - 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
    capturing
    - Red Ocean Strategy
    - Blue Ocean Strategy
    - Marketing mix
    - All of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Red 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 match their competitors to take a greater share of standing demand. The above statement refers to
    - 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
    - 2 points
    - It was developed by strategists while on a cruise in Red Ocean.
    - The behavior of strategists during strategy formation is similar to behavior of Red Ocean during storms and hurricanes.
    - Due to cutthroat or bloody competition amongst rivals
    - All of the above
    No, the answer is incorrect.
    Score: 0
    Accepted Answers:
    - Due to cutthroat or bloody competition amongst rivals