



Høgskolen i Telemark

Fakultet for allmennvitenskaplege fag

SLUTTEKSAMEN FINAL EXAM

Course code:	6057
Course name:	Entrepreneurship
Studypoints for course:	7.5 studiepoeng
Percentage of total grade:	60 %
Exam date:	December 7, 2011
Exam place:	NEW YORK
Time:	09:00 – 12:00
Language:	ENGLISH
Number of pages incl. coverpage:	2
Allowed resources during exam	Dictionary norwegian/english
Special remarks:	None
Number of attachments:	0

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



ENGLISH:

1. (20 POINTS) Describe the difference between the business plan process and the business plan.
2. (20 POINTS) Using examples from your final project please describe the difference between the concept of planning for the project versus the reality of actually doing your final project.
3. (10 POINTS) Describe in detail the characteristics that entrepreneurs possess.
4. (10 POINTS) How do entrepreneurs get their funding?
5. (10 POINTS) Describe what role entrepreneurs play in society and why they are important.
6. (10 POINTS) Using an example from Case Studies Compendium or from a Guest Speaker please describe the entrepreneurial venture and how the entrepreneur dealt with the risks associated with their startup.
7. (10 POINTS) What is the difference between an idea versus an opportunity? How can you test an opportunity to know if it's viable?
8. (10 POINTS) Using the Apple Inc. Brand Portfolio Case Study describe how and why the company is successful in marketing?