

COMM 320 – Entrepreneurship

PRACTICE EXAM 2020_JNAGY'S class

THIS IS A PRACTICE EXAM AND MAY NOT REFLECT THE FORMAT OF THE ACTUAL FINAL EXAM. This practice exam DOES NOT cover all the material you need to study for the exam (refer to your course outline, slides, notes, videos, textbook, articles, and other material on Moodle to ensure that you have covered all the material for the exam.)

1) Entrepreneurial Process

- a) Apply Timmons Model to the case.
- b) Apply Moore's model to the case

2) Financing

- a) Describe the various types of financing options
- b) What type of financing should the entrepreneur use to grow?

3) Growth

- a) List the various possible growth strategies and define which one the entrepreneur should use.
- b) Apply the Model of Driving Forces of growth to the company.
- c) What pressures should the entrepreneur be aware of during the growth process?

4) Social Entrepreneurship

- a) Define social entrepreneurship and describe how it is different from traditional entrepreneurship
- b) What type of company does the entrepreneur have according to the Typology of ventures model?

5) Family / Succession

- a) What should the entrepreneur consider if the decision were made to involve family members in the business?
- b) What are some succession options?

6) Opportunity

- a) Assess the opportunity using the Barringer and Ireland model.
- b) If you were to acquire this business, how would you screen the opportunity?

c) Entrepreneur

- a) Assess the entrepreneur using the Barringer and Ireland model
- b) Assess the entrepreneur using the 7 themes

c) Prototyping

- a) List the various possible types of prototyping
- b) What type of prototyping does the entrepreneur use?