

University Business

Name: _____ Score: _____

1. Forces $4 + 3 + 4 + 2 + 3$. The total, of 25?

2. Price 2.50 against 1.20. The premium, in % (nearest whole)?

_____ %

3. Penetration EV: $0.6 \times 18 + 0.4 \times 2 = ?$

_____ k

4. $82(.30) + 76(.30) + 68(.25) + 61(.15) = ?$ (two decimals)

5. EV: $0.5 \times 45 + 0.3 \times 18 + 0.2 \times (-12) = ?$ (one decimal)

_____ k

6. The memo rejects the value line because:

- ☐ it costs too much to design
- ☐ gluten is unfashionable
- ☐ its margin is -0.15 and it spends the brand's scarcity
- ☐ the rival has one

7. The recipe is valuable and rare but reverse-engineerable. Its VRIO verdict:

- ☐ competitive parity
- ☐ sustained advantage
- ☐ no value
- ☐ temporary advantage

8. The game's unique equilibrium:

- ☐ (Premium, Match) at 12/10
- ☐ (Premium, Ignore) at 22/14
- ☐ (Standard, Match) at 13/9
- ☐ (Standard, Ignore) at 15/12

9. CAGE scores $3 + 4 + 3 + 2$. The total and the form?

- ☐ 20 of 20 - stay home entirely

- ☐ 12 of 20 - license, don't ship
- ☐ 12 of 20 - export directly
- ☐ 8 of 20 - export directly

10. The leading indicator in the scorecard is:

- ☐ learning at 61
- ☐ the index itself
- ☐ financial at 82
- ☐ customer at 76

University Business

1. **16**

16 of 25 - middling.

2. **108 %**

$(2.50 - 1.20)/1.20 = 108\%$.

3. **11.6 k**

11.6k - the safest bet wins.

4. **73.55**

73.55.

5. **25.5 k**

25.5k.

6. **its margin is -0.15 and it spends the brand's scarcity**

One subtraction and one VRIO verdict.

7. **temporary advantage**

Imitable within a season - temporary.

8. **(Premium, Ignore) at 22/14**

Ignore dominates for the rival; Premium wins against Ignore.

9. **12 of 20 - license, don't ship**

Far distance: keep the recipe home, let the licensee carry the admin.

10. **learning at 61**

Learning moves first; process follows a quarter later, customer two.