



Requirements for this paper/Benodighede vir hierdie vraestel:		Resources/Hulpmiddels:
Answer Scripts/ Antwoordskrifte:		
Attendance Slips (Fill-in Paper)/ Presensiestrokies (Invulvraestel):		
Scrap Paper/ Rofwerkpapier		
Multi-choice cards (A5)/ Multikeusekaarte (A5)		
	Multi-choice cards (A4)/ Multikeusekaarte (A4)	
	Graph Paper/ GrafiekPapier	
	Calculators/ Sakrekenaars	
	Laptop (Power not provided)/ Skootrekenaar (Krag word nie voorsien nie)	

Type of Assessment/
Tipe Assessering:

Duration/
Tydsduur:

Paper Number/
Vraestel Nommer:

Maximum Marks/
Maksimum Punte:

Module Code/
Modulekode:

Date/
Datum:

Examiner(s)/
Eksaminator(e):

Time/
Tyd:

Internal/Interne
Moderator(s):

External Moderator(s)/
Eksterne Moderator(s):

Submission of answer scripts/Inhandiging van antwoordskrifte:

Details of student / Besonderhede van student:			
Title/ Titel:	Initials/ Voorletters:	Surname/ Van:	
University Number/ Universiteitsnommer:		Contact Number/ Kontaknommer:	
		Signature/ Handtekening:	

Examination Instructions / Eksamenvoorskrifte	
1. Students are allowed into the venue in the first half hour of a session, but no extra time is granted.	1. Studente mag in die eerste halfuur van 'n sessie tot die lokaal toegelaat word, maar geen ekstra tyd word toegestaan nie.
2. No student is allowed to leave the venue before half an hour of the examination session has elapsed.	2. Geen student word toegelaat om die lokaal te verlaat binne die eerste halfuur van die eksamensessie nie.
3. Students bring bags to the venue at own risk , and must put them in front of the room.	3. Student bring sake na lokaal op die risiko , en moet dit voor in die lokaal neersit.
4. Students may not have cell phones/electronic devices with them and/or handle them.	4. Studente mag nie selfone/elektroniese toestelle by hulle hê en/of hanteer nie.
5. No refreshments are allowed in the examination venue.	5. Geen verversings word in 'n eksamenlokaal toegelaat nie.
6. Students may not have unauthorised material with them during a session, e.g. notes and/or objects that contain notes.	6. Studente mag nie die lokaal verlaat om te gaan rook nie.
7. Write on both sides of each page.	7. Skryf op beide kante van die bladsye.
8. Write in black or blue ink only.	8. Skryf slegs in swart of blou ink.
9. No pages may be removed from the answer scripts.	9. Geen bladsye mag uit die antwoordskrif verwyder word nie.
10. Students may not have unauthorised material with them during a session, e.g. notes and/or objects that contain notes.	10. Student mag nie ontoelaatbare materiaal by hulle hê tydens 'n sessie nie, bv. Notas en/of objekte wat notas bevat nie.
11. No items may be borrowed during the session.	11. Geen items mag tydens die sessie geleen word nie.
12. Students may not attempt to assist another student, or attempt to obtain assistance.	12. Studente mag nie 'n ander student probeer help of probeer om hulp te kry nie.
13. Students must hand in their answer scripts to invigilators before they leave the venue.	13. Studente moet hul antwoordskrifte aan toesighouers oorhandig voordat hulle die lokaal verlaat.
14. The attendance slip on the back cover that also serves as an undertaking, must be completed and handed in.	14. Die presensiestrokie op die agterblad, wat ook as onderneming geld, moet voltooi en ingegee word.

MBAB 821 EXAMINATION

Instructions/Instruksies

- **Students have 4 hours to complete the exam.**
- **Take care to allocate the time according to the marks allocated.**
- **Read the instructions carefully.**
- **When a diagram is required please oblige.**
- **This is an open book exam.**

Question 1 / Vraag 1

What is an exponential organisation?

(5 Marks)

Question 2 / Vraag 2

Name and briefly describe five exponential technologies. These technologies will assist an organisation to become exponential. Which of these technologies would apply to Google?

(10 Marks)

Question 3 / Vraag 3

Name five of the steps to be taken to create an exponential organisation that applies to Google – briefly explain each.

(15 Marks)

Question 4 / Vraag 4

What makes Google an exponential organisation? Name and briefly describe at least 5 of the attributes of an exponential organisation that applies to Google.

(20 Marks)

Question 5 / Vraag 5

Describe the purpose of a business model.

(5 Marks)

Question 6 / Vraag 6

With specific reference to Amazon the company – draw the business model canvas for Amazon. Add the required detail on the diagram. **(20 Marks)**

Question 7/ Vraag 7

Using a diagram (often referred to as the business value map) – explain the purpose of value proposition design. **(10 Marks)**

Question 8 / Vraag 8

Draw and complete the innovation matrix for Apple. **(15 Marks)**

TOTAL/TOTAAL: 100

File reference: 8.1.7.2.2

