

3 hours to solve the exam, not the stated 2,5 hours on the powerpoint!

- 1) TRUE/FALSE Questions and explain:
 - a) ...
 - b) The added value is the WTP minus the opportunity cost?
 - c) Benchmarking and strategy?
- 2) Connect to Today
 - a) Connect framework to CSR
 - b) Connect table to this framework
 - c) Is this framework still right? Should it be adapted?
- 3) Enterprise value DEME and De Nul
 - a) Calculate ROIC of both given the figures
 - b) Calculate the enterprise value of both
 - c) What are the drivers of enterprise value
 - i) How do two of them relate to the ROIC? (Prove mathematically!)
 - d) Why does the enterprise value of DEME differ from De Nul?
- 4) UFC acquires WWE, read the article and answer the questions
 - a) Define "corporate advantage"
 - b) Which two tests would you use to assess this acquisition?
 - c) Sketch the answer to those two tests
- 5) Case: Online search (Google & Bard vs Microsoft & OpenAI)
 - a) Draw the industry value system
 - b) Define "business model"
 - c) What is the business model of online search?
 - d) Is online search an attractive business, use an appropriate framework to answer?
 - e) Is the competitive advantage of Google sustainable, use an appropriate framework to answer?