

**Mid term / ~~FINAL~~ examination (UTS/~~UAS~~)**

**ODD / ~~EVEN~~ Semester ACADEMIC YEAR 2023/2024**

**IPMI INTERNATIONAL BUSINESS SCHOOL**

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| Name | : | Dety Nurfadilah, MBA  Nailul Fauziah, MBA  Samuel PD Anantadjaya | Student ID | : |  |
| Course | : : | Current Issue in Business Management | Day/date | : |  |
| Study Program | : : | Business Administration (BA) | Duration | : | minutes |
| Weight | : | 2 credit unit | *Opened Books/~~Closed Books/~~ Essay/~~Presentation/~~*  *~~Observation~~/Field Study/~~Others~~\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* | | |

**Directions:**

* Please read the question carefully
* This is a take home exam, and please have it ready by the **due date on November 2, 2023 by 9 PM**

Problems/Questions (if any)

* 1. **(35 points)** In your opinion, what are the content for Crisis Management that the management will have to plan/map-out the workable toward solution in terms of reputation management? Choose at least 1 topic in the crisis management, but provide the plan to make it workable solution.
  2. **(35 points)** The discussion on entrepreneurship mindset is about the need for cash and mindset. Please provide the explanation from small scale (UMKM) all the way to bigger scale (corporation) for entrepreneurial mindset for need for cash vs. mindset?
  3. **(30 points)** Think about your work or any activity that you are working or may have worked on, please try to develop your “menu variations” that are something to cater for people, including any benefits that you can generate?

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| Reference  (textbooks, etc): | Acknowledged by: |
| All published material and/or online sources on;   1. Reputation Management 2. Entrepreneurial Mindset 3. Menu Variation | (Liza A. Maureen Nelloh, SE., MM, CDM)  Head of BBA Program |
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