

## Quiz 1

Name: \_\_\_\_\_ Date \_\_\_\_\_

Select the right response by circling the letter.

**1. The case of Jumia, is the story of**

- a) A company that struggle with a hostile government.
- b) A Nigerian company that it is under pressure due to foreign competitors.
- c) A company that needs to adapt its business model due to an external change.
- d) A successful Nigerian retailer owned and operated exclusively by local people.

**2. Nigeria is a country that:**

**Prop. 1: Is one of the most populated countries in Africa (182 million people).**

**Prop. 2: It is a country with a homogeneous population with a relatively pacific history.**

**Prop. 3: A country that was growing economically until 2015 when a recession started.**

- a) Prop. 1 & Prop. 3
- b) Prop. 2 & Prop. 3
- c) Prop. 1 & Prop. 2
- d) Prop. 2

**3. One of the main problems of Nigeria explained in the case:**

- a) Fertility rates are declining; something very unusual in Africa.
- b) The oil reserves of Nigeria are almost depleted due to overexploitation.
- c) Nigeria has a large percentage of its young population addicted to heroin.
- d) Safety; there is terrorism.

**4. When companies invest in Nigeria, this is one of the issues that they face:**

- a) Mobile penetration in Nigeria is dismal, only 15% of the population has access to mobile phones.
- b) People do not trust online services due to scams (Cybercrimes)
- c) There is not enough young professional and middle-class consumers to attract the attention of investors.
- d) None of the above

**5. What is J-Force?**

- a) A salesforce created to help potential customers not familiarized with e-commerce.
- b) J-Force is the name of the investment company that helped Jumia.
- c) J-Force is the nickname for the team managing Jumia: Jeremy Doutté, Juliet Anammah and Nicolas Martin.
- d) J-Force is the name of the business plan to transform Jumia's business model.