

## Quiz 1

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

Select the right response by circling the letter.

**1. Select the true statement:**

- a) Jumia had no competition in the Nigerian market.
- b) The original founders of Jumia continue to operate the company to this date.
- c) The company was created with French capital
- d) All the statements are false.

**2. 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.

**3. 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 are not enough young professional and middle-class consumers to attract the attention of investors.
- d) None of the above

**4. It is false about the early years of Jumia.**

- a) Jumia received funds from a German investor group called "Rocket Internet" that support young graduates from business school programs around the world.
- b) Jumia expanded its operations to neighboring countries within the first year.
- c) One of the advantages of Jumia was that its investors not only give them money but also a network of contacts.
- d) The company struggle to grow at the beginning; After one year in operations; it only had 20 employees.

**5. It is a false statement about Konga**

- a) Konga was created by another HBS graduated after working in an investment bank in South Africa.
- b) Konga was direct rival of Jumia and it was a fierce competitor.
- c) Konga was perceived as more "Nigerian" than Jumia due in part to its charismatic leader.
- d) Konga and Jumia have identical business models.