



Charles Sturt  
University

Faculty of Business, Justice and Behavioural Sciences /  
School of Management & Marketing

Additional Assessment 202030 Part B – JUFEB and TUC

MGT311 Global Entrepreneurship

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|-------------------|--------------------------|
| Subject Convenor: | Ben Moore                |
| DUE DATE:         | Monday 14 September 2020 |
| VALUE:            | 50 % of total assessment |

**INSTRUCTIONS TO CANDIDATES:**

1. Enter your name and student number in your Word document filename and first page
2. Word length is 2,500 words.
3. Provide 10 references and a bibliography
4. No plagiarism/cheating: Word documents will be tested using Turnitin software
5. Return to Stephanie Li: [yali@csu.edu.au](mailto:yali@csu.edu.au)

***DISCUSS: In entrepreneurship, is “product market fit” OR “founder market fit” more important for the success of a new venture?***

In your answer you must:

- (a) **Describe** what product market fit and founder market fit is (theory) AND **compare and contrast** the theory
- (b) **Give examples** of 3 Chinese companies with product market fit AND 3 Western companies with product market fit, and explain WHY you think they do?
- (c) **Give an example** of one Chinese company with founder market fit and one Western company with founder market fit and WHY you think so?