

## Ambiguities in the 2011 exam

**A) According to the lecture, the limited liability company combines the limited liability advantage of the \_\_\_\_\_ with the tax advantages of the \_\_\_\_\_.**

- a) partnership, sole proprietorship
- b) corporation, sole proprietorship
- c) partnership, corporation
- d) corporation, partnership

d) was supposed to be the correct answer but b) is correct, too. Both answering possibilities were graded (e.g. both b) and d)) as correct.

**B) According to the lecture, Nike's familiar phrase "Just do it" is an example of...**

- a) an attention-line.
- b) a notice-line.
- c) a catchline.
- d) a tagline.

d) is the correct answer since this is the phrase that was used in the lecture. c) is, however, also used in the literature which is why both answers c) and d) were graded as correct.

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Klausureinsicht: Fr., Jan. 20, 4 p.m.-6 p.m.; please register with [entrepreneurship@business.uzh.ch](mailto:entrepreneurship@business.uzh.ch)!