Aptitude Test – Subject / Case Study

Your uncle Mr. Soyinka is among the most successful Internet tycoons in the world. All of a sudden, he decides to spend more time on the Golf course and puts you in charge.

Here is your first job:

„With POCKET INTERNET – our holding for online start-ups - we want to capture an even greater share of the world’s online marketplace.

Therefore I’m thinking about taking DALANDO – our online shopping portal for shoes and clothing - to Nigeria and make it a success in this country. What do you think about the idea?

Please asses for Mr. Soyinka:

1. Nigeria’s market attractiveness for an online shopping portal. (30 points)

2. The key elements of an effective marketing campaign. (10 points)

3. The central bank of Nigeria decides to pursue a restrictive monetary policy. (30 points)
   a. What could be the reason for the central bank’s decision? Explain!
   b. How can the restrictive monetary policy affect companies in Nigeria?
   c. Describe the macroeconomic effects of the restrictive monetary policy in an adequate economic model of your choice!

GOOD LUCK!