



INTI
International College Penang
LAUREATE INTERNATIONAL UNIVERSITIES*

FINAL
Examination Paper
(COVER PAGE)

Session : AUGUST 2014

Programme : DIPLOMA IN ENTREPRENEURSHIP (DENT)

Course : ENT2100: INTRODUCTION TO ENTREPRENEURSHIP

Date of Examination : December 10, 2014 (Wednesday)

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Answer any FOUR (4) questions in the booklet provided.
All questions carry equal marks.

Materials permitted :

Nil

Materials provided :

Answer Booklet

Examiner(s) : Ms. Ng Huey Miin

Moderator : Prof. Dr Intan Osman

This paper consists of 4 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN ENTREPRENEURSHIP (DENT)
ENT2100: INTRODUCTION TO ENTREPRENEURSHIP

FINAL EXAMINATION: AUGUST 2014 SESSION

Instructions: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Define entrepreneurship. (5 marks)
- (b) Define the term 'gazelle'. (2 marks)
List THREE (3) importance of gazelle. (3 marks)
- (c) Briefly describe the following Entrepreneurs School of Thought approach (15 marks)
- i) Environment School of Thought
 - ii) Financial School of Thought
 - iii) Displacement School of Thought
 - iv) Entrepreneurial Trait School of Thought
 - v) Strategic Formulation School of Thought

Question 2

- (a) Identify and discuss any FIVE (5) characteristics associated with the entrepreneurial mind-set or behaviour. (15 marks)
- (b) Discuss THREE (3) main challenges that often drain the energy drive and affect the success of an entrepreneur.
/ Recommend solution (s) to overcome these challenges discussed earlier. (10 marks)

Question 3

- (a) List and briefly explain any FIVE (5) techniques of traditional management methods and FIVE (5) recommended solutions for each traditional techniques. (10 marks)
- (b) Critically discuss FIVE (5) steps of corporate entrepreneurship strategy. (15 marks)

Question 4

- (a) List and briefly explain any FOUR (4) areas involving the entrepreneurs to practise social entrepreneurship. (4 marks)
- (b) There are four commonly agreed-on phases or steps in the Creative Process of entrepreneurial imagination and creativity. Examine these FOUR (4) steps in a typical structural development of entrepreneurial creativity. (16 marks)
- (c) List FOUR (4) types of innovation **in order of originality** which exist in the innovation process. (5 marks)

Question 5

- (a) A comprehensive and systematic feasibility analysis is needed to analyse whether a new venture is viable. By using a suitable diagram, discuss the **comprehensive feasibility approach** in assessing a new-venture idea. (11 marks)
- (b) From the analysis above, you need to specifically identify and explain TWO (2) important merits for special attention. (10 marks)
- (c) List and briefly explain any FOUR (4) critical factors to be taken into consideration for new-venture development. (4 marks)

Question 6

- (a) It is important for the entrepreneurs to understand the life-cycle stages of an enterprise, in order for them to manage the entrepreneurial growth more effectively.

Discuss and explain the stages of a venture's typical life cycle.

(15 marks)

- (b) Entrepreneurs must understand the four key factors about the specific managerial actions that are necessary during the growth stage.

Discuss the FOUR (4) important factors.

(10 marks)

-THE END-