



INTI

INTERNATIONAL COLLEGE PENANG (507232-U)
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2015

Programme : DIPLOMA IN ENTREPRENEURSHIP

Course : **ENT2100: INTRODUCTION TO ENTREPRENEURSHIP**

Date of Examination : 7 Dec 2015 (Monday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted :
Nil

Materials provided :
Nil

Examiner(s) : **Mr. Zahirul Baharin Kamaruzzaman**

Moderator : **Dr. Intan Osman**

This paper consists of 3 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE
PENANG

DIPLOMA IN ENTREPRENEURSHIP
ENT 2100 INTRODUCTION TO ENTREPRENEURSHIP
FINAL EXAMINATION EXAMINATION
AUGUST 2015 SESSION

Introduction: 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) Identify and explain the **FIVE(5)** personality traits that are commonly associated with a successful entrepreneur. (10 marks)
- (b) List and explain **FIVE(5)** reasons how entrepreneurship can help to contribute towards a developing country like Malaysia with appropriate examples. (15 marks)

Question 2

- (a) Write short notes on the following terms;
(i) Intrapreneurs
(ii) Technopreneurs
(iii) Edupreneurs
(iv) Serial Entrepreneurs
(v) Nascent entrepreneurs (10 marks)
- (b) Describe the **FIVE(5)** Macro environmental elements that would have serious implications to an entrepreneur business ventures with practical examples. (15 marks)

Question 3

- (a) Identify and explain **FIVE(5)** types of innovation with appropriate examples. (15 marks)
- (b) Identify and explain **FOUR(4)** barriers to innovation with suitable examples. (10 marks)

Question 4

- (a) Identify and explain **FIVE(5)** main differences between a partnership and a company type of business entity for an entrepreneur to consider forming for their business ventures. (15 marks)
- (b) In getting employees to be recruited by entrepreneurs, identify **FIVE(5)** suitable sources where potential human resources can be sourced with practical examples. (10 marks)

Question 5

- (a) As a new entrepreneur starting on a new venture of producing an eco-friendly packaging in the state of Penang, you are required to segment the potential markets into **FOUR(4)** different bases. Describe the **FOUR(4)** bases of segmentation with practical examples (13 marks)
- (b) Identify and explain **FOUR(4)** factors that you need to consider in choosing the right location for your new business venture. (12 marks)

Question 6

- (a) Identify and explain **FIVE(5)** characteristics of an effective and winning Business Plan with appropriate examples. (10 marks)
- (b) Write a short **Business Plan** for your new business venture by including the following components with required facts and examples;
 - (i) Company's background
 - (ii) S.W.O.T analysis
 - (iii) Business Objectives
 - (iv) Target Markets
 - (v) Sources of Funds (Capital)(15 marks)

