

FINAL
Alternative Assessment

(COVER PAGE)

Session : August 2021

Programme : Diploma in Entrepreneurship (DENT)

Course : ENT2101: Small Medium Business Venture and Innovation

Date of Examination : 7 December 2021 (Tuesday)

Time : 12:00pm – 2:30pm Reading Time : Nil

Duration : 2 hours + 30 minutes

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer **ALL** questions.

All questions carry equal marks.

Materials permitted :

Nil

Materials provided :

Nil

Examiner(s) : Ms. Ng Huey Miin

Chief Moderator : Ms. Diane Janet Alphonse Joseph

This paper consists of 2 printed pages, including the cover page.

DIPLOMA IN ENTREPRENEURSHIP (DENT)
ENT2101: SMALL MEDIUM BUSINESS VENTURE AND INNOVATION
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION

Instructions: This paper consists of **FOUR (4)** questions. Answer **ALL** questions. All questions carry equal marks.

Question 1

The rapid development of global entrepreneurship causes transformation in a few industries worldwide. Explain **FIVE (5)** types of transformation using appropriate examples.

(25 marks)

Question 2

Due to the pandemic, people need to sanitise themselves quite often, especially for those who are always working outdoor. As such, you are thinking of a business idea to create a portable ultraviolet sanitising box for users to sanitise their clothes and shoes, whenever they need to. Identify and discuss **SIX (6)** factors to consider before converting this business idea into actual products.

(25 marks)

Question 3

Using real life examples, describe **FOUR (4)** feasibility studies to evaluate business opportunities for a new venture.

(25 marks)

Question 4

Discuss **FIVE (5)** Competitive Forces facing by fast food industry. Use appropriate examples in your discussion.

(25 marks)