

FINAL
Alternative Assessment

(COVER PAGE)

Session : April 2021

Programme : Diploma in Entrepreneurship (DENT)

Course : ENT2106: Introduction to Entrepreneurship

Date of Examination : 31 July 2021 (Saturday)

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

Duration : 2 hours + 30 minutes (uploading time)

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Diane Janet Alphonse Joseph

Chief Moderator : Ms. AnniMalar Muthuraman

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

DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)
ENT2106: INTRODUCTION TO ENTREPRENEURSHIP
FINAL ALTERNATIVE ASSESSMENT: APRIL 2021 SESSION

Instruction: This paper consist of **FOUR (4)** questions. Answer **ALL**.

Question 1

- a) Explain the **FIVE (5)** reasons why passion is important to be a successful entrepreneur. (10 marks)
- b) Discuss the impacts of entrepreneurial firms in Malaysia according to the following contexts. Use appropriate examples to support your discussion.
- i. **TWO (2)** impacts towards the economy (6 marks)
 - ii. **TWO (2)** impacts towards the society (6 marks)
 - iii. **ONE (1)** impact towards the larger firms (3 marks)

Question 2

Assuming that you are planning to venture into a fast food industry, examine **FIVE (5)** competitive forces to determine the industry profitability. Use appropriate example to support your explanation. (25 marks)

Question 3

- a) Explain the **THREE (3)** reasons why start-ups need funding. (6 marks)
- b) Identify the **FOUR (4)** financial objectives and explain its importance to entrepreneurial firms. (8 marks)
- c) List **FIVE (5)** criteria's for an effective new product and service development consistent to feasibility analysis. (5 marks)
- d) Describe **THREE (3)** common challenges for firms to venture into international market. (6 marks)

Question 4

- a) Define “disadvantage entrepreneur”. (1 mark)
- b) Discuss **SIX (6)** barriers facing “disadvantage entrepreneurs” using appropriate example. (24 marks)

~THE END~