



PENINSULA
COLLEGE
GEORGETOWN



UNIVERSITY OF
PLYMOUTH

FINAL EXAMINATION

Programme Name	:	BA (HONOURS) BUSINESS 3+0 BSC (HONOURS) MARITIME BUSINESS AND LOGISTICS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH
Course Code & Name	:	MAL1003 ENTREPRENEURIAL THOUGHT AND ACTION
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. Daren Tee, a budding entrepreneur, has recently turned his colossal ancestral house in Cameron Highlands into a boutique resort which he called Tee Resort. He has borrowed a huge sum of money from the bank to renovate the entire house. Even the surrounding land has been tastefully landscaped. Moreover, a few candidates have just been recently interviewed to help manage and run the resort.

As soon as he started operations, Daren has been facing complaints from nearby residents about the land erosion as a result of the renovation and landscaping. Several contractors and suppliers have also started demanding payments putting further pressure on Daren.

Required:

- a) Identify **FIVE (5)** stakeholders for Tee Resort and indicate their position within the stakeholder analysis matrix. You are required to draw the stakeholder analysis matrix.
(5 marks)
 - b) For each of the **FIVE (5)** identified stakeholders in (a), discuss the reasons for the positions you have indicated in terms of power and interest.
(10 marks)
 - c) Discuss how Daren should manage each of the **FIVE (5)** identified stakeholders in (a).
(10 marks)
- [Total: 25 marks]

2. Tee Resort has been operating smoothly for the past six months. Customers have been praising the resort for its ample parking lots and its beautiful scenery overlooking a tea plantation. This is because the resort is located far away from the main road unlike most other hotels which are located in shophouses in the town centre. However, the customers dislike the poor customer service due to inexperienced staff and the constant roaring noise coming from a tea manufacturing plant which is just nearby the resort.

Required:

- a) Identify and discuss the implications of the **TWO (2)** strengths and **TWO (2)** weaknesses of Tee Resort.
(10 marks)
 - b) For each of the **TWO (2)** weaknesses identified in (a), discuss a way to overcome the weakness.
(5 marks)
 - c) Discuss **TWO (2)** opportunities and **TWO (2)** threats for Tee Resort.
(10 marks)
- [Total: 25 marks]

3. Daren Tee has begun to realise the importance of sustainability in running his resort. So, he now wishes to fulfill at least one of the United Nations Sustainable Development Goals (SDGs). He also wishes to rely on the Triple Bottom Line framework to run the resort.

Recently, Daren also faces conflict with his business partners who are his own family members. His business partners disagree with his view on the need to run the resort on the basis of sustainability because they are only interested in profit. So, he wishes to learn more about the Thomas-Kilman model to solve the conflict.

Required:

- a) Identify any **ONE (1)** of the 17 SDGs and explain in detail how Tee Resort can help to achieve that goal. (4 marks)

- b) For each of the 3Ps of the Triple Bottom Line framework below, discuss **ONE (1)** policy Tee Resort can implement to comply with.

- i) People (2 marks)
ii) Planet (2 marks)
iii) Profit (2 marks)

- c) Based on the Thomas-Kilmann model, describe the **FIVE (5)** conflict resolution strategies. (10 marks)

- d) Among the conflict resolution strategies described in (c), recommend the best strategy Daren should use to manage the conflict with his business partners. Explain in detail the reason why you recommend that strategy. (5 marks)

[Total: 25 marks]

4. Daren Tee has recently read about the importance of emotional intelligence in order to be a good leader, as popularised by Daniel Goleman. Daren wishes to lead his staff well for the benefit of Tee Resort.

Required:

- a) State the **FIVE (5)** components of emotional intelligence based on Daniel Goleman's model. (5 marks)

- b) For each of the **FIVE (5)** components identified in (a), discuss **TWO (2)** ways Daren can improve each component to elevate his emotional intelligence. (20 marks)

[Total: 25 marks]

- END OF QUESTIONS -