



PENINSULA
COLLEGE
GEORGETOWN



UNIVERSITY OF
PLYMOUTH

FINAL EXAMINATION

Programme Name	:	BA (HONOURS) BUSINESS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH
Course Code & Name	:	MAL2003 ENTERPRISE AND INNOVATION
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.

(This booklet contains 2 printed pages including this page)

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

WARNING:

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

For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

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

[100 marks]

1. Define and discuss the advantages of intrapreneurship and entrepreneurship. In your view, explain which one has a better chance of success. (25 marks)
2. Identify and discuss **FIVE (5)** characteristics of a successful entrepreneur. Select any **TWO (2)** of these characteristics by discussing how it could be cultivated. (25 marks)
3. Discuss **THREE (3)** different growth strategies that new enterprises can employ. Select any **TWO (2)** of these strategies by discussing their benefits and challenges. (25 marks)
4. Explain the differences between innovation and creativity. Next, discuss the **SIX (6)** innovation processes and identify the critical step(s) that will ensure the successful execution of the innovative idea(s). (25 marks)

- END OF QUESTIONS -