



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	MAY 2024 SEMESTER
Programme Name	:	DIPLOMA IN LOGISTIC MANAGEMENT DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E-BUSINESS TECHNOLOGY DIPLOMA IN ACCOUNTANCY
Course Code & Name	:	DBBM4033 DEB2343 ENTREPRENEURSHIP
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 accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 2 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. a) Describe the **FOUR (4)** components of a feasibility analysis. (10 marks)

- b) Using Porter's Five Forces Model, discuss the potential challenges a new venture might face in entering a highly competitive market. (10 marks)

- c) Describe **TWO (2)** importance of having an exit strategy when planning a new venture. (5 marks)

Total: [25 marks]

2. a) Explain the **FOUR (4)** steps involved in conducting marketing research. (10 marks)

- b) Discuss the marketing mix (4Ps) to create a marketing plan for a new product. (10 marks)

- c) Analyse **TWO (2)** potential impacts of not having a well-defined target market on the success of a new venture. (5 marks)

Total: [25 marks]

3. a) Describe financial management with **TWO (2)** examples of its activities. (5 marks)

- b) State **FIVE (5)** sources of capital. (5 marks)

- c) Discuss **THREE (3)** significant of preparing the needs of financing. (9 marks)

- d) Describe **THREE (3)** types of financing (6 marks)

Total: [25 marks]

4. a) Explain **FOUR (4)** impacts of globalisation. (10 marks)

- b) Explain **FOUR (4)** factors that promote globalization and guide enterprises to strive for business development. (10 marks)

- c) List **FIVE (5)** examples of barriers when business expanding globally (5 marks)

Total: [25 marks]

- END OF QUESTIONS -