



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)



UNIVERSITY OF
PLYMOUTH

FINAL EXAMINATION

Semester	:	JANUARY 2024 SEMESTER
Programme Name	:	BA (HONOURS) BUSINESS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH, UK
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.

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) Compare **THREE (3)** main differences between entrepreneurs and traditional managers. (9 marks)

- b) The concept of entrepreneurship has evolved throughout the decades and encompasses trends in thought as well as the development of entrepreneurship as a discipline of study. Briefly discuss the various schools of entrepreneurial thought based on the terms listed below:
 - .i Economic theory (4 marks)
 - ii. Psychological theory (4 marks)
 - iii. Sociological theory (4 marks)
 - iv. Management theory (4 marks)Total: [25 marks]

2. a) Discuss **FOUR (4)** key aspects of entrepreneurship growth. (10 marks)

- b) Explain **FOUR (4)** growth strategies that can be implemented by entrepreneurs. (10 marks)

- c) Describe **TWO (2)** barriers to growth processes. (5 marks)

Total: [25 marks]
3. a) Outline **TWO (2)** definitions of the team by Meredith Belbin (1981) and Richard Hackman (2002). (5 marks)

- b) Discuss **FOUR (4)** types of motivation. (10 marks)

- c) Analyse **FOUR (4)** benefits of motivation for team. (10 marks)

Total: [25 marks]
4. a) Briefly explain organisational culture. (6 marks)

- b) Explain **FOUR (4)** importance of organisational culture to the entrepreneur. (10 marks)

- c) Discuss **THREE (3)** levels of culture invented by Edgar H. Schein. (9 marks)

Total: [25 marks]

- END OF QUESTIONS -