

## FINAL EXAMINATION

Semester	:	<b>JANUARY 2025 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN LOGISTIC MANAGEMENT DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E-BUSINESS STUDIES DIPLOMA OF ACCOUNTANCY DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course Code & Name	:	<b>DBBM4033 DEB2343 ENTREPRENUERSHIP TTM2323 ENTREPRENUERSHIP AND SMALL BUSINESS MANAGEMENT</b>
Duration	:	<b>3 HOURS</b>

### 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 3 printed pages including this page)*

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

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

**[100 marks]**

1. Marketing research is the process of promoting, selling and distributing a product or service to meet customer needs and wants. It involves understanding consumer behaviour, market, branding, advertising and creating strategies to attract and retain customers.
  - a) List **FIVE (5)** importance of market research for a new venture. (5 marks)
  - b) Describe **FIVE (5)** methods a small business can use to conduct market research. (10 marks)
  - c) You are planning to launch a new mobile app for food delivery. Perform a SWOT analysis that can be incorporated into marketing research to enhance business success. (10 marks)Total: [25 marks]
  
2. Managing the growth of a new venture is a critical phase in entrepreneurship where a business transitions from start up to expansion and sustainability. Growth is essential for long-term success, but it comes with challenges that require strategic planning, resource management and leadership adaptation.
  - a) Describe **FIVE (5)** stages in the life cycle of an enterprise and justify reasons each stage is crucial for business growth. (10 marks)
  - b) A company in the maturity stage faces stagnant growth. Explain **THREE (3)** strategies to sustain its growth. (9 marks)
  - c) Explain **TWO (2)** challenges a business commonly face during the growth stage. (6 marks)Total: [25 marks]
  
3. A financial plan is a detailed road map that outlines an individual's or a business's current financial situation, financial goals and strategies to achieve them. It includes budgeting, forecasting, investment planning, risk management and strategies for income generation and expense control.
  - a) State **FIVE (5)** types of financing sources that are suitable for a start-up business. (5 marks)
  - b) Based on your answer in Question 3 (a), describe **ONE (1)** advantage and **ONE (1)** disadvantage of each financing source. (10 marks)

- c) If a start-up has a negative cash flow budget for three consecutive months, describe **FOUR (4)** strategies an entrepreneur should implement to improve the situation. Support with an example for each strategy. ( 10 marks)  
Total: [25 marks]

4. Porter's Five Forces Model is a framework developed to analyse the industry environment and assess the level of competition. It helps entrepreneurs and businesses understand the forces that influence profitability and strategic decision making.

- a) Explain **TWO (2)** ways on how Porter's Five Forces Model helps entrepreneurs in decision-making and support your answer with relevant examples. (10 marks)

- b) Discuss **THREE (3)** key ethical considerations that an entrepreneur must consider when running a business. (9 marks)

- c) In your opinion, can a business be both highly profitable and socially responsible at the same time. Justify your answer. (6 marks)  
Total: [25 marks]

**- END OF QUESTIONS -**