



PENINSULA
COLLEGE
GEORGETOWN

FINAL SEMESTER EXAMINATION
(in compliance with MQA's requirement)

Programme	:	BA (HONOURS) BUSINESS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH
Academic year	:	2022/23
Stage	:	2
Course	:	WORLD OF ENTERPRISE
Course Code	:	MAL1000
Time Allowed	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. Answer **ALL** questions.
3. Answers to the questions are to be written into the examination booklet.
4. 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 papers out of the examination hall.

(This booklet contains 3 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 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.

For examiner's use only

QUESTION NO.	MARKS
1	/ 40
2	/ 30
3	/ 30
Total	/ 100

Answer **ALL** questions from this section.

1. The ability to adapt and innovate is becoming a central success-critical factor in entrepreneurial activity. In order to continue to achieve market success and ensure sustainable growth in an extremely dynamic and disruptive environment, enterprises and organisations are called upon to proactively shape change.
 - a) Examine **FIVE (5)** creative and innovative techniques on how an entrepreneurs can use to generate new ideas in today business world. (20 marks)
 - b) Creativity may be the most important tool in an entrepreneur's arsenal as it can lead to new and better solutions to business and customer problems. However, the limiting factors to creativity make the creativity process of a firm difficult, which influences its creativity performance. Analyse **FOUR (4)** barriers to creativity faced in the business. (10 marks)
 - c) With the introduction of a wide variety of new technologies during the fourth industrial revolution, companies in Malaysia have attempted to enhance their innovation activities, which include investment in new technology adoption, technical and non-technical innovation factors, and Research & Development (R&D) activity, to ensure the development and growth of their business performance and sustainability. Discuss **FOUR (4)** types of innovation technologies and effect of innovation activities to the performance of Malaysian companies. (10 marks)
[Total: 40 marks]

2. Sustainability in a business setting is often defined as managing the 'triple bottom line' that includes the pursuit of economic, social and environmental goals. The fact remains that nowadays, any form of business establishments, be it large or small, operating in either developed or developing countries, could not ignore the issue of sustainable practices in their operations.
 - a) Analyse **THREE (3)** roles of 'triple bottom line' in supporting the sustainability of business. (15 marks)
 - b) Strategic sustainability occurs when sustainability issues become part of the boardroom agenda. Discuss **FIVE (5)** steps of sustainable business. (15 marks)
[Total: 30 marks]

3.
 - a) Explain **FOUR (4)** differences between transformational and transactional leadership with an example. (10 marks)
 - b) As a manager of the Parkson retailer store, part of your roles is to manage the company branding strategy. Based on your experience and opinion, you are required to redesign the company branding strategies to be stayed competitive in the challenging business environment. Support your answer with relevant examples. (10 marks)

- c) Globalisation has changed the way business used to work in the traditional marketplace. With advancement in technology, the role and functions of HR manager has changed. Discuss **FOUR (4)** important factors to be considered by HR manager in the current practical realities. (10 marks)
[Total: 30 marks]

- END OF QUESTIONS -