



**PENINSULA**  
**COLLEGE**  
GEORGETOWN

## FINAL EXAMINATION

Programme Name	:	<b>BA (HONS) ACCOUNTING &amp; FINANCE</b>
Course Code & Name	:	<b>MPU3233 ENTREPRENEURSHIP</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 the 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** questions on the separate sheet provided.

**[100 marks]**

1. a) Define business plan. (6 marks)
  
- b) Discuss **THREE (3)** perspectives that should be considered in preparing the business plan. (9 marks)
  
- c) Explain **FOUR (4)** examples of guidelines in writing business plan (10 marks)  
Total: [25 marks]
  
2. a) Describe what is feasibility analysis. (5 marks)
  
- b) Discuss the **FIVE (5)** forces as mentioned in the Porter's five forces. (10 marks)
  
- c) Discuss **FOUR (4)** roles of planning in new venture (10 marks)  
Total: [25 marks]
  
3. a) Discuss **TWO (2)** reasons how to sustain growth once a venture hit its maturity phase. (6 marks)
  
- b) Explain **FOUR (4)** strategies for internal product growth. (10 marks)
  
- c) Explain **THREE (3)** delegation roles based on different level of management. (9 marks)  
Total: [25 marks]

4. a) Explain **FOUR (4)** opportunities and strategies for going global according to terms listed below:
- i) Relying on Trade Intermediaries (2.5 marks)
  - ii) Foreign licensing (2.5 marks)
  - iii) Importing and Outsourcing (2.5 marks)
  - iv) Countertrading & Bartering (2.5 marks)
- b) Discuss **TWO (2)** reasons for a company to become multinational. (6 marks)
- c) Discuss **THREE (3)** factors that promote globalization and guide enterprise to strive for business development and growth through the international and global operations. (9 marks)
- Total: [25 marks]

**- END OF QUESTIONS -**