PENINSULA COLLEGE GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	**JANUARY 2026 SEMESTER**
Programme Name	:	**CERTIFICATE IN BUSINESS STUDIES**
Course Code & Name	:	**CBS1153 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 4 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. Identify the **FOUR (4)** types of innovation. (4 marks)

   b. List the **SIX (6)** sources of innovation. (6 marks)

   c. Fill in the blanks with correct answer.

Authorization	New	Ideas
Value	Fraud	Improvement
Replication	Trademarks	License
Logo	Entrepreneurship	Violation
Innovation	Secrets	Goods

i. Intellectual property includes patents, __________, and copyrights. (1 mark)

ii. A __________ is a crime where money is obtained by deceiving people. (1 mark)

iii. Creating a __________ meant to confuse buyers is a legal violation. (1 mark)

iv. Recording music without __________ is a copyright violation. (1 mark)

v. Innovation is the practical implementation of __________. (1 mark)

vi. __________ identifies opportunities in great innovations. (1 mark)

vii. Copying a patent and marketing it as new is __________. (1 mark)

viii. Manufacturing goods without a __________ is a violation. (1 mark)

ix. Innovation adds __________ to a business over time. (1 mark)

x. Synthesis is a type of __________. (1 mark)

xi. Extension is the __________ of an existing product or service. (1 mark)

xii. Invention is the creation of a __________ product. (1 mark)

xiii. Duplication is the __________ of an existing concept. (1 mark)

xiv. Innovation can improve the offering of __________. (1 mark)

xv. Trade __________ are also a form of intellectual property. (1 mark)

Total: [25 marks]

2. a. List the **FOUR (4)** variables of the marketing mix. (4 marks)

   b. Identify the **SIX (6)** key types of market segmentation. (6 marks)

   c. Fill in the blanks with correct answer.

Description	Overview	Address
Trends	Last	Segmentation
Gender	Region	Lifestyle
Loyalty	25	Behavioral
Niche	Mission	Threats

i. A __________ statement defines why a company exists. (1 mark)

ii. The Executive Summary is a short __________ of the business plan. (1 mark)

iii. The cover page should include the company's __________. (1 mark)

iv. Industry Analysis discusses __________ such as economic or social changes. (1 mark)

v. The Executive Summary should be written __________. (1 mark)

vi. Market __________ is the process of dividing a market into groups. (1 mark)

vii. Demographic segmentation includes age and __________. (1 mark)

viii. Geographic segmentation is based on __________. (1 mark)

ix. Psychographic segmentation is based on __________. (1 mark)

x. Behavioral segmentation looks at product __________. (1 mark)

xi. Coca-Cola targets young adults aged 15 to __________. (1 mark)

xii. Netflix uses __________ segmentation for film content. (1 mark)

xiii. A __________ market is a narrow group of customers. (1 mark)

xiv. A Business Plan is a written __________ of a business venture. (1 mark)

xv. Planning helps an entrepreneur sense potential __________. (1 mark)

Total: [25 marks]

3. a. Define the term "Entrepreneurship". (5 marks)

   b. Explain **FIVE (5)** reasons why a written contract is important for an entrepreneur. (10 marks)

   c. List **TEN (10)** items that should be included in the business plan structure. (10 marks)

   Total: [25 marks]

4. a. Define the term "Innovation”. (5 marks)

   b. Describe **FIVE (5)** problems that occur in planning a business. (10 marks)

   c. List **TEN (10)** sections found in a typical marketing plan. (10 marks)

   Total: [25 marks]

- END OF QUESTIONS -