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UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : ECB30403
SUBJECT TITLE : INTERNATIONAL ENTREPRENEURSHIP
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 22nd MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer ALL questions
5. All questions must be answered in English.
6. Please write your answers on the answer booklet provided.
7. This question paper must not be removed from the examination hall.

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Schumpeter described entrepreneurs as equilibrium disrupters who introduce new products and processes that change the way things being done. Describe three (3) characteristics of entrepreneurial ventures.

(15 marks)

Question 2

Research has determined that there appear to be four (4) major problems associated with business models failure. Discuss each of this problem by giving appropriate examples.

(15 marks)

Question 3

In being the first entrant to the foreign market, global entrepreneur has some disadvantages often referred to as pioneering costs. Define what is pioneering cost.

(10 marks)

SECTION B (Total 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Daya Maju Sdn Bhd (DMSB) has been selling its range of authentic Malaysian cooking pastes under the brand name "Sedaaap!" in the domestic Malaysian market for the past few years. The paste range includes *rendang*, *sambal tumis* and *masak merah*, to name a few, and it proved to be very popular among Malaysian consumers who value its authenticity and convenience – just add water and meat or fish with the paste and cook for less than an hour and one can have authentic Malaysian dish at home.

Now the entrepreneur-operator of DMSB, Haji Samad Yatim is thinking of going international and he has identified UK as a potential market because he believes that many Malaysian students are in the UK and that the mainstream UK consumers are aware of authentic Malaysian dishes. However, he was not sure as to how to go about entering the UK market and has asked you for advice.

Elaborate on **five major issues** that Haji Samad has to be aware of before entering the UK market.

(30 marks)

Question 2

Discuss by using examples (two examples for each) as to how each element of the PESTEL analysis could affect international business operations?

(30 marks)

END OF QUESTION PAPER

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