



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION MARCH 2024 SEMESTER

COURSE CODE	: EAB41603
COURSE NAME	: GLOBAL ENTREPRENEURSHIP
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 10 JULY 2024
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Parts**. **Part A : Application Question (Mini Essay)** and **Part B : 4 Questions**.
4. Answer **ALL** questions in **Part A** and **Part B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

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

PART A: MINI ESSAY (40%)**APPLICATION QUESTION**

After reading the article attached, **Startups' Success and Failure Rate 2024**, discuss the core principle of Build Measure Learn and how it can help startups in being successful.

Suggestion:

- Expected length: 800 to 1,000 words.
- Advisable to use graphical/diagram/chart, if applicable
- It is an essay/report and advisable that you have headings and sub-headings to clearly state your points and arguments.

(40 marks)**INSTRUCTION: Answer ALL Questions.****PART B: 4 QUESTIONS (60%)****Question 1**

"Global Entrepreneurship is the process of an entrepreneur conducting business activities across national boundaries". Describe **FIVE (5)** traits of a Global Entrepreneur.

(15 Marks)**Question 2**

Why does an entrepreneur need to be aware of the culture of the country that he or she is entering?

(15 Marks)**Question 3**

What traits in a manager make him or her a good candidate for a foreign assignment?

(15 Marks)**Question 4**

Discuss the different ways to enter a foreign market. What are the advantages and disadvantages of each?

(15 Marks)**END OF QUESTION PAPER**