



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: ECB30603
COURSE NAME	: ECONOMICS OF INNOVATION AND 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)** sections; **Section A** and **Section B**.
4. Answer **ALL** questions from **Section A** and **Section 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 FOUR (4) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 55 Marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

- (a) Intellectual Property Rights (IPR) is essential because it gives the patent holder the exclusive right to use, sell, and manufacture their invention. Define the below **IPR** terms and their usage:

- (i) Patents (3 Marks)
- (ii) Trademarks (3 Marks)
- (iii) Copyright (3 Marks)
- (iv) Circuit Layout Rights (3 Marks)
- (v) Designs (3 Marks)

Question 2

- (a) A nation's competitiveness depends on the capacity of its industry to innovate and upgrade. Companies gain an advantage against the world's best competitors because of pressure and challenge. Discuss how a country becomes competitive based on the below components:

- (i) Human Capital (5 Marks)
- (ii) Innovation Ecosystem (5 Marks)
- (iii) Markets (5 Marks)

Question 3

(a) Artificial intelligence (AI) is the theory and development of computer systems capable of performing tasks that historically required human intelligence, such as recognising speech, making decisions, or solving problems. AI is an umbrella term encompassing various technologies, including machine learning, deep learning, and natural language processing.

(i) What is the five-year goal of Malaysia's AI Roadmap?

(5Marks)

(ii) Elaborate the principles of responsible AIs.

(10 marks)

(iii) Justify the critical success factors for Malaysia's government in implementing a thriving AI ecosystem.

(10 Marks)

SECTION B (Total: 45 Marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 4**

According to PIKOM, digital economy growth is expected to contribute 24.4 % to the Malaysian GDP in 2024. Explain with examples how digital business disrupts the FIVE (5) forces of industry competition.

(15 Marks)

Question 5

Referring to the ranking of ASEAN countries in 2024, Malaysia falls to number Six (6) in terms of GDP earned. Elaborate on Malaysia's strategies to "catch up" with the other ASEAN countries.

(15 Marks)

Question 6

Entrepreneurship has become one of the main catalysts for economic growth. Justify the FIVE (5) key roles entrepreneurs play in the economy that contributed to this effort.

(15 Marks)

END OF QUESTION PAPER