



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EAB41603
COURSE NAME	: GLOBAL ENTREPRENEURSHIP
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 23 JUNE 2025
TIME	: 9.00 AM – 12.00 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 in **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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 60 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

What is the "Build-Measure-Learn" feedback loop, and why is it crucial in a lean startup approach? (15 marks)

Question 2

Why is understanding cultural differences crucial for international entrepreneurs, and how can it impact business success? (15 marks)

Question 3

What strategies can international entrepreneurs use to build strong global leadership teams? (15 marks)

Question 4

Why is risk management crucial for international entrepreneurs, and what strategies can they use to mitigate risks? (15 marks)

SECTION B (Total: 40 marks)

INSTRUCTION: Answer ALL Questions.

Please use the answer booklet provided.

Based on the article given in the class, "**The Lean Startup by Eric Ries – A Detailed Chapter Summary**".

How does the concept of 'validated learning' in Lean Startup differ from traditional market forecasting, and why is it crucial for startup success?

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)

END OF EXAMINATION PAPER