



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION JULY 2025 SEMESTER

COURSE CODE	: EAB41603
COURSE NAME	: GLOBAL ENTREPRENEURSHIP
PROGRAMME NAME (FOR MPU: PROGRAMME LEVEL)	: BACHELOR OF ACCOUNTING
DATE	: 18 SEPTEMBER 2025
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 section.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. All questions must be answered in English (any other language is not allowed).
7. Please write your answer on the answer booklet provided.
8. 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)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Illustrate the Build-Measure-Learn feedback loop

(20 marks)

Question 2

Examine how Build Measure Learn feedback loop fosters continuous innovation in a startup environment?

(20 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Examine and explain three motivations that drive entrepreneurs to expand internationally. How do these motivations influence strategic decision-making?

(20 marks)

Question 2

Examine the differences of a global entrepreneurial mindset from a traditional business mindset, and what qualities are essential for entrepreneurs operating in international contexts?

(20 marks)

Question 3

Demonstrate the role of secondary data in evaluating foreign markets. What are the two limitations of relying solely on secondary sources?

(20 marks)

Question 4

Examine the types of market environments where acquisition would be a preferred entry strategy for international entrepreneurs? Highlight two factors that justify this approach.

(20 marks)

END OF EXAMINATION PAPER