



**UNIVERSITI KUALA LUMPUR
Malaysia France Institute**

**FINAL EXAMINATION
JANUARY 2011 SESSION**

SUBJECT CODE : FVB 30602
SUBJECT TITLE : AUTOMOTIVE ENTREPRENEURSHIP AND
ENTERPRISE DEVELOPMENT
LEVEL : BACHELOR
TIME / DURATION : 12.30pm – 2.30pm
(2 HOURS)
DATE : 10 MAY 2011

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. Please write your answers on the answer booklet provided.
4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
5. This question paper consists of **TWO (2)** sections. Section A and B. Answer all questions in Section A. For Section B, answer **TWO (2)** questions only.
6. Answer all questions in English.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

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

Question 1

- a) Define entrepreneurship. (2 marks)
- b) List out any **FIVE (5)** Personal Entrepreneurial Competency (PEC). (5 marks)
- c) "An entrepreneur is an innovator. The economy moves through leaps and bounds and the prime mover is the entrepreneur through the process of creative destruction."
Joseph Aloysius Schumpeter (1934)
Explain the concept of creative destruction. (3 marks)

Question 2

- a) Define:
i. Creativity (4 marks)
ii. Innovation (3 marks)
- b) List **THREE (3)** factors that can limit creativity behaviour. (3 marks)
- c) How are creativity, innovation and entrepreneurship interrelated? (3 marks)

