



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : ECB30603
COURSE TITLE : ECONOMICS OF INNOVATION AND ENTREPRENEURSHIP
PROGRAMME NAME : BACHELOR OF SCIENCE (HONS) IN ANALYTICAL ECONOMICS
DATE : 28 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

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. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. Tick if applicable

THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Through your life Experiences, elaborate on how you can harness the **FIVE (5)** skills that make up the Innovator's DNA, as described by Dyer, Gregersen, and Christensen (2019).

(25 marks)

Question 2

Compare and contrast transformational and transactional leadership styles. Discuss how each style can impact organizational performance and employee motivation within an economic context. Provide real-world examples to support your analysis.

(25 marks)

Question 3

Diversity, Equity, and Inclusion (DEI) policies have become an essential component of modern organizational strategies. Discuss how DEI practices contribute to fostering innovation within organizations. In your answer, explain the mechanisms through which diverse teams generate creative solutions, the role of equitable opportunities in enhancing talent potential, and how an inclusive culture supports continuous innovation. Provide relevant examples to support your discussion.

(25 marks)

Question 4

Peter Drucker identified "Innovation Based on Incongruity" as one of the key sources of entrepreneurial opportunities. Explain the concept of incongruity as a trigger for innovation and discuss how organizations can identify and leverage incongruities to create value. Illustrate your answer with relevant examples.

(25 marks)

Question 5

You are **RICHIAMO Coffee's** new marketing manager. Your first assignment is to develop a new **PASTRY** that will captivate customers and increase sales. Explain the strategies you will implement using the **FIVE (5) stages of DESIGN THINKING METHODS**.

(25 marks)

END OF EXAMINATION PAPER