



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EAB41603
COURSE TITLE : GLOBAL ENTREPRENEURSHIP
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN
MANAGEMENT AND ENTREPRENEURSHIP
DATE : 28 JANUARY 2026
TIME : 2:00PM - 5:00PM
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 TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. *Tick if applicable*
9. Refer to the attached Formula/ Appendies. *Tick if applicable*

THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

In the book *Lean Startup*, how does it differentiate between validated learning and vanity metrics, and why is this distinction critical for startups operating under conditions of uncertainty?

(20 marks)

Question 2

Discuss the ways the "3 A's" of metrics (Actionable, Accessible, Auditable) strengthen the process of validated learning, and how might they prevent startups from making flawed assumptions about customer needs?

(20 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Critically evaluate why opportunity recognition is considered the cornerstone of the entrepreneurial process and discuss how misidentification of opportunities can derail venture creation

(20 marks)

Question 2

Analyze the role of creativity and innovation in shaping entrepreneurial opportunities and propose how entrepreneurs can balance originality with market feasibility.

(20 marks)

Question 3

Discuss how leadership style influences entrepreneurial team performance, and analyze the trade-offs between directive and participative approaches in managing early-stage ventures.

(20 marks)

Question 4

Evaluate the risks associated with rapid growth in entrepreneurial ventures and propose mechanisms to sustain organizational culture during expansion.

(20 marks)

END OF EXAMINATION PAPER