



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EAB41603
COURSE TITLE : GLOBAL ENTREPRENEURSHIP
PROGRAMME NAME : BACHELOR IN ACCOUNTING (HONS)

DATE : 30 JUNE 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 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/ Appendices. ☐ *Tick if applicable*

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Based on your understanding of global business planning and insights from the article "Creating a Global Business Plan for Investors Who Want to Scale Internationally", you are required to develop a comprehensive global business plan for a business of your choice.

Suggestion:

- Please choose at least one foreign country to enter
- Expected length: 1000 to 2,000 words or not more than 5 pages
- Advisable to use graphical/diagram/chart/ chronological step if applicable
- It is an essay/report and advisable that you have headings and sub-headings to clearly state your points and arguments

(20 marks)

Question 2

Elaborate and make a comparison the different types and sources of information that are available.

(20 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Mariam is considering introducing her new line of high-end food products into Japan. She has heard through a friend that one of her competitors is planning to do the same. Give the arguments as to why it can be better to be the first mover into the market and why it might be better to be the second.

(20 marks)

Question 2

"Global Entrepreneurship is the process of an entrepreneur conducting business activities across national boundaries". Describe **FIVE (5)** traits of a Global Entrepreneur.

(20 marks)

Question 3

Discuss the different ways to enter a foreign market. What are the advantages and disadvantages of each?

(20 marks)

Question 4

Creativity is said as a very important part in leading to the success of a company. However, not all companies have the environment in fostering creative ideas for its employees. Explain what are five (5) main barriers to creativity?

(20 marks)

END OF EXAMINATION PAPER