



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

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| COURSE CODE | : BTE 2603 |
| COURSE | : TECHNOPRENEURSHIP |
| SEMESTER/SESSION | : 2-2023/2024 |
| DURATION | : 3 HOURS |

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING THE COVER PAGE

QUESTION 1

- a) Present definitions of entrepreneurship, intrapreneurship and technopreneurship. (6 marks)
- b) Show **THREE (3)** government initiatives for technopreneurship development in Malaysia. (6 marks)

QUESTION 2

“Creativity involves combining existing ideas in new and unique ways, challenging assumptions and conventions, and being open to new possibilities.”

Present **EIGHT (8)** barriers to creativity in entrepreneurship. (24 marks)

QUESTION 3

- a) Present **THREE (3)** entrepreneurial opportunity recognition. (6 marks)
- b) Show **SEVEN (7)** strategic approaches to improve creative problem-solving skills. (14 marks)

QUESTION 4

- a) Illustrate a diagram of feasibility analysis's role in developing business ideas. (10 marks)
- b) Give **THREE (3)** pieces of information that needs to be included in preparing a concept statement. (3 marks)
- c) Give **THREE (3)** pieces of information about First Mover and its advantages. (3 marks)

TECHNOPRENEURSHIP (BTE 2603)

- d) Give **THREE (3)** pieces of information about First Mover and its disadvantages. (3 marks)
- e) Give **THREE (3)** pieces of information about Second Mover. (3 marks)

QUESTION 5

- a) Explain what is Blue Ocean. (6 marks)
- b) Explain how a Blue Ocean works. (8 marks)
- c) Explain Blue Ocean vs. Red Ocean strategies. (8 marks)

-----End of question-----

