

NATIONAL UNIVERSITY OF SINGAPORE

SSA2203 / GES1009 SINGAPORE'S BUSINESS HISTORY

(SEMESTER II: 2016–2017)

Time Allowed: 2 Hours

INSTRUCTIONS TO CANDIDATES

1. Please write your student number only. **Do not write your name.**
2. This paper contains **NINE** questions and comprises **TWO** pages.
3. Candidates must attempt **THREE** questions: any **TWO** questions from Section I and any **ONE** question from Section II.
4. Please start each question on a new page.
5. This is a Closed Book examination.

SECTION I: Answer any TWO questions (50 marks; 25 marks each)

Answer any TWO questions.

Write a short passage to demonstrate how the selected topic relates to the business history of Singapore. (Keep your answer to no more than 1.5 pages in length.)

1. The Banking industry
2. Networks
3. Entrepreneurship past and present
4. Aw Boon Haw
5. Entrepot trade
6. Icons and heritage branding

SECTION II: Essay (50 marks)

Write an essay. Choose any one topic.

7. What were the major challenges which Singapore's businesses faced from the 1960s-1990s?
8. Imagine you have been hired to stage an exhibition on Singapore's business history. What themes would you highlight and why?
9. Do you agree with the view that succession is the biggest hurdle family businesses have in their continued survival? Provide reasons in support of your argument.

END OF PAPER