



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BCS3302 ENTREPRENEURSHIP**
 Semester & Year : January – April 2016
 Lecturer/Examiner : Ms. Yivonn Mah
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (30 marks) : Answer ALL 30 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (70 marks) : Answer ALL FOUR (4) essay questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 9 (Including the cover page)

PART B : ESSAY QUESTIONS (70 MARKS)

INSTRUCTION(S) : FOUR (4) essay questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1

Jean runs a business in supplying organic juices, salads, burritos and sandwiches to corporate companies training and special in-house events. Prior to starting this business, she had worked in many big corporations as human resource officers for more than 20 years. She realized that it was always a pain to source for food suppliers that provide healthy menus for company functions, especially in-house trainings and events, in which most of the multinational companies' employees were looking for healthier refreshments. At most of the times, the F&B suppliers were only able to supply fried finger food and the typical Malaysian tea break staples such as the traditional "Nasi Lemak" and fried noodles. Jean realized that the F&B supplies were lacking in providing healthy menus for company events. Hence, she resigned and started a small F&B supply that specialized in healthy organic menu. She has many friends who operate organic vegetables and fruits supplies. This has enabled her to access to stable supplies of her raw ingredients.

With her network of friends in human resources and training divisions in various corporations, she started marketing her menu through her network. She has also started sending out flyers and promotional emails to corporate companies. Besides supplying healthy food for corporate companies' in-house trainings and events, she also provides food delivery to offices at certain locations within the corporate offices districts such as Kuala Lumpur and Petaling Jaya.

After 2 years in business, Jean has established a team of 20 employees working full-time with her and 10 employees on part-time basis. She has established 4 different functional departments, namely the kitchen (food production) department, marketing and sales, logistics and operations, and administration.

a) Discuss **THREE (3)** ways to identify opportunities prior to starting any new business venture by giving relevant examples. Relate Jean's business opportunity into your answer.

(9 marks)

b) With the description of Jean's business above, illustrate Jean's business model in a diagram and explain each component of her business model.

(16 marks)

Question 2

Ahmad is considering starting a business and is looking into buying a franchise, becoming a franchisee. He came to you to look for advice and suggestions.

- a) What will you advise him, in letting him understand better if franchising is right for him?
(15 marks)
- b) Explain **THREE (3)** of the common misconceptions about franchising.
(10 marks)

Question 3

- a) As part of the business growth strategies, describe what licensing is.
(4 marks)
- b) Identify **TWO (2)** types of licensing pursued by entrepreneurial firms with relevant examples.
(6 marks)

Question 4

Explain briefly **THREE (3)** sources of equity funding.
(10 marks)

END OF QUESTION PAPER