



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 14 empty boxes]

Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : DCS 3402 ENTREPRENEURSHIP DEVELOPMENT
Semester & Year : January – April 2016
Lecturer/Examiner : Katrina Chua
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. PART B (80 marks) : Answer all FIVE (5) short answers questions.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
4. 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.

**PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Questions 1-20 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

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**PART B : SHORT ANSWER QUESTIONS (80 MARKS)**

**INSTRUCTION (S)** : There are **FIVE (5)** questions in this section, answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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**QUESTION 1**

Define and explain Equity Capital and Debt Capital. (10 marks)

**QUESTION 2**

Compare the use of *In-Store Marketing* and *Guerilla Marketing* for a supermarket to maximize its immediate sales during festive seasons. Provide **THREE (3)** examples to support your answers. (15 marks)

**QUESTION 3**

E-commerce has created a new way of doing business; in order for entrepreneurs to achieve their e-commerce efforts, they should consider and understand a few important basic strategies. List and describe **FIVE (5)** important strategies of e-commerce. (15 marks)

**QUESTION 4**

*“Hamish Backyard Structures, a small company, makes children’s playhouses, sheds, barns, gazebos, and lawn furniture. The company’s playhouses are handcrafted from a range of materials from top quality to mid-range with a choice of 6 by 8 feet, to 10 by 20 feet in size and come with a variety of designs that resembles Victorian style ‘mansions’, cottages and modern architecture. Parents can choose to customise their children’s playhouses with a variety of options.”*

From the statement above, discuss **FOUR (4)** types of pricing strategies (for established goods) that would be the suitable for *Hamish Backyard Structures* to adopt and why? (20 marks)

**QUESTION 5**

When choosing location for a business, there are common factors that an entrepreneur should consider carefully. Compare and contrast **FIVE (5)** common factors (five factors for each location) which would influence an entrepreneur in site selection for the following:

- i) Seafood processing plant
- ii) Exclusive Jewelry store

(20 marks)

**END OF EXAM PAPER**