



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 2017
Lecturer/Examiner : Ms. Chong Poh Ling
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answer ALL questions. Shade your answers in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FOUR (4) structured-type questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
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.

Total Number of pages = 8 (Including the cover page)

PART B : STRUCTURED-TYPE QUESTIONS (70 MARKS)

INSTRUCTION(S) : FOUR (4) structured-type questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

Question 1

- a. Identify **THREE (3)** factors that determine whether an idea for a new venture is a good investment opportunity. (3 marks)
- b. Compare **THREE (3)** advantages of starting a new business from scratch rather than buying a franchise or an existing business. Explain the ways of buying an existing business with your own words. (6 marks)
- c. Distinguish among the different types and sources of startup ideas. (3 marks)
- d. Explain in your own words, what does running an autonomous part of someone else's business mean? (3 marks)

[Total: 15 marks]

Question 2

- a. What is your personal entrepreneurial strategy? In what ways is having courage an important part of being an entrepreneur? (7 marks)
- b. From your understanding, who should be an entrepreneur and who should not? (5 marks)
- c. What is the difference between a manager and a leader? (3 marks)

[Total: 15 marks]

Question 3

- a. Your friend Tan Kar Lai is opening a smoothie shop that will sell a variety of smoothie drinks in the RM3 to RM4 price range. When you ask her if she was worried that the steep price of smoothies might prompt potential customers to buy a soda or a sport drink instead of a smoothie, Tan Kar Lai answers, "You're right. Someone could substitute a soda or a sports drink for a smoothie and save a lot of money. Is there anything I can do to discourage that?"

What is your advice to her with regards to strategic thinking about a company's industry and competitive environment? What are the **SEVEN (7)** questions that could be answered using well defined concepts and analytical tools to thinking strategically?

Suggest **THREE (3)** ways to Tan Kar Lai on how to overcome this competitor problem so that the sales of smoothie drinks might be increased over time.

(10 marks)

- b. A friend of yours owns a chain of fitness centers in Kelana Jaya. The fitness centers cater primarily to young professionals, ages 21 to 35. Your friend is worried because his centers have declined in terms of overall membership. Your friend told you that he is interested in pursuing strategic alliances to increase revenue of his centers but is not sure what the other advantages he can get from the strategic alliance. Provide and explain to your friend **FIVE (5)** advantages of strategic alliances.

(10 marks)

[Total: 20 marks]

Question 4

Twelve months ago, Fong Seck Huei launched a chain of stores that sell accessories for wireless communications devices. Her first store was in Bukit Bintang, and she is now expanding into Shah Alam and Rawang. Fong Seck Huei's company has grown quickly from 1 store to 5, and she hopes to add 10 to 20 stores per year during the next five years. Recently, a friend told Fong Seck Huei that maybe she should slow down a bit because a company can grow "too fast." Fong Seck Huei brushed the suggestion aside, simply noting that things were going fine and that growth was "no problem."

- a. Do you think Fong Seck Huei should think again about her friend's advice?

(5 marks)

- b. What are the pitfalls of growing too quickly?

(15 marks)

[Total: 20 marks]

END OF QUESTION PAPER