



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **DCS3402 Entrepreneurship Development**
Trimester & Year : January – April 2018
Lecturer/Examiner : Ms. Chong Poh Ling
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer all FIVE (5) short answers questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorised 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 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.

Total Number of pages = 5 (Including the cover page)

PART B : SHORT-ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : FIVE (5) short-essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

QUESTION 1

- a) Provide the definition of “Entrepreneur” and describe **THREE (3)** roles of an entrepreneur. (8 marks)
- b) Explain **SIX (6)** specific areas to focus on in order to increase business and entrepreneurial potential. (12 marks)
- [Total: 20 marks]**

QUESTION 2

“I think writing a business plan is a waste of time and effort,” says Jack Lim, a young entrepreneur to be. As an entrepreneurship student, explain **FIVE (5)** reasons to Jack why a new business needs a business plan. (15 marks)

QUESTION 3

Explain **FIVE (5)** reasons why marketing is critical for entrepreneurs. (10 marks)

QUESTION 4

Explain the following terms with regards to marketing strategy:

- a. Segmentation
 - b. Targeting
 - c. Positioning
- (15 marks)

QUESTION 5

- a. Explain the difference between “Leadership” and “Management”. (5 marks)
- b. Elaborate **FIVE (5)** principal styles of leadership. (15 marks)
- [Total: 20 marks]**

END OF QUESTION PAPER