



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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

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**INSTRUCTIONS TO CANDIDATES**

1. 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 FOUR (4) out of FIVE (5) short essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 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)** : Answer **FOUR (4)** out of **FIVE (5)** short essay questions. Answers are to be written in the Answer Booklet provided.

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**QUESTION 1**

“A small enterprise does not need a business plan”.

Explain briefly **FOUR (4)** reasons why even a small enterprise needs a business plan.

(16 marks)

**QUESTION 2**

a) Provide the definition of “Capital” and explain **THREE (3)** different types of capital.

(4 marks)

b) Describe **SIX (6)** sources of equity financing.

(12 marks)

**[Total: 16 marks]**

**QUESTION 3**

E-commerce is the buying and selling of products using the World Wide Web, and it has created a new way of doing business. List and describe **FOUR (4)** reasons why e-commerce is a new way of doing business. Provide examples for your answer.

(16 marks)

**QUESTION 4**

An entrepreneur is an individual who creates and runs a business. Provide **FOUR (4)** advantages and **FOUR (4)** disadvantages of being an entrepreneur.

(16 marks)

**QUESTION 5**

There are a few common considerations that an entrepreneur should consider carefully when choosing a location for a business. Explain **FOUR (4)** common considerations which would influence an entrepreneur in location selection for an exclusive jewelry shop.

(16 marks)

**END OF QUESTION PAPER**