



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BBM3306 BUSINESS INCUBATION AND TECHNOLOGY
ENTREPRENEURSHIP**

Semester & Year : September 2017 – December 2017

Lecturer/Examiner : Goh Poh Kim

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of TWO (2) parts:**
PART A (30 marks) : Answer all the short answer questions; answers are to be written in the Answer Booklet provided.
PART B (70 marks) : Answer all the essay 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (30 marks)

**INSTRUCTION(S) : Answer all the short answer questions in this section.
Write your answer in the Answer Booklet(s) provided.**

1. Contracting outsourced services to run the incubator can be very cost effective. Explain briefly any **four (4)** factors to consider when selecting out-sourcing contractors?
(10 marks)
2. Using ICT based management systems to manage incubated businesses can benefits incubator in the long run. Explain briefly any **four (4)** such benefits.
(10 marks)
3. Explain briefly any **four (4)** strategies how an incubator implemented to attract potential techno-preneurs.
(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (70 marks)

**INSTRUCTION(S) : Answer all the essay questions in this section.
Write your answers in the Answer Booklet(s) provided.**

1. Incubator should be evaluated by experts to gauge their performance. Discuss any **four (4)** indicators to that stakeholders should look at when evaluating the incubator. (20 marks)
2. There are many advantages for incubators to partner with Universities. Discuss any **five (5)** benefits can an incubator gains with such partnership. (25 marks)
3. There are always many challenges for a techno-preneur to start a business especially regarding funding. Discuss any **five (5)** channels a techno-preneur can used to source for funding. (25 marks)

END OF EXAM PAPER