



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **DCS3402/BUS1324 Entrepreneurship Development**
 Trimester & Year : September – December 2018
 Lecturer/Examiner : Ms. Jean Tan Chew Chin
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:
 - PART A (30 marks)** : Answer all **THIRTY (30)** multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 - PART B (70 marks)** : Answer **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 = 3 (Including the cover page)

PART B : SHORT-ESSAY QUESTIONS (70 MARKS)

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

QUESTION 1

Equation for success formula of a business: “Fail to plan, plan to fail “. A successful business depends on a well thought out written business plan. However, there are many mistakes to avoid when writing a business plan.

(a) Explain **FOUR (4)** reasons why you need a business plan. (4 marks)

(b) Analyze **FIVE (5)** areas to avoid the mistakes made in writing a business plan. (10 marks)

(TOTAL 14 marks)

QUESTION 2

(a) Describe **THREE (3)** areas why marketing is critical for entrepreneurs. (6 marks)

(b) Explain **THREE (3)** marketing strategies for entrepreneurs. (3 marks)

(c) List **FIVE (5)** roles of marketing plan. (5 marks)

(TOTAL 14 marks)

QUESTION 3

(a) Describe **FIVE (5)** factors that contribute to the popularity of e-commerce. (10 marks)

(b) Explain **TWO (2)** new ways of doing business using e-commerce. (4 marks)

(TOTAL 14 marks)

QUESTION 4

Jenny owns and operates a chain of snowflake business in many prestige malls. She is thinking and planning to expand her business national-wide and to Asean Countries. Jenny believes to grow the business requires expansion to gain economies of scale so that production and administration costs are reduced to reap in great returns and benefits.

(a) Evaluate **THREE (3)** benefits of expanding and going global. (6 marks)

(b) Explain **FOUR (4)** ways Jenny can expand her business quickly national- wide and globally.

(8 marks)

(TOTAL 14 marks)

QUESTION 5

(a) Analyze the **THREE (3)** primary reasons people become entrepreneurs. (6 marks)

(b) Explain what are the **FOUR (4)** factors that favor older entrepreneurs as opposed to young Entrepreneurs. (8 marks)

(TOTAL 14 marks)

END OF QUESTION PAPER