



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BUS1324 ENTREPRENEURSHIP DEVELOPMENT**  
Semester & Year : January – April 2022  
Lecturer/Examiner : Sheau Huey  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 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 all FIVE (5) short answers 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 = 6 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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1. a) Describe **THREE (3)** objectives in introducing new products. [6 marks]  
b) Recommend **TWO (2)** most suitable types of pricing strategies when launching a new product. [8 marks]  
**[Total: 14 marks]**
2. a) Compare **THREE (3)** differences between account receivable and account payable. [6 marks]  
b) In view of an entrepreneur, explain any **TWO (2)** big segments of managing cash flows when running their business. [8 marks]  
**[Total: 14 marks]**
3. a) State **TWO (2)** disadvantages of bank loans that should be understood by entrepreneur. [2 marks]  
b) Explain **THREE (3)** sources of debt financing that can be considered by entrepreneur during business start-up. [6 marks]  
c) Use example, explain **THREE (3)** different types of capital that should have in a business. [6 marks]  
**[Total: 14 marks]**
4. From the view of an entrepreneur, explain **SEVEN (7)** characteristics of benign competitors and hostile competitors respectively.  
**[Total: 14 marks]**
5. a) Explain **TWO (2)** objectives of going global. [4 marks]  
b) From the view of an entrepreneur, discuss **FIVE (5)** benefits of going global. [10 marks]  
**[Total: 14 marks]**

**END OF EXAM PAPER**