



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 15 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : DCS3402 ENTREPRENEURSHIP DEVELOPMENT
Semester & Year : January – April 2017
Lecturer/Examiner : Katrina Chua
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. PART B (80 marks) : Answer all FIVE (5) short answers questions.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
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.

PART B : SHORT ESSAY QUESTIONS (80 MARKS)

INSTRUCTION (S) : There are **FIVE (5)** questions in this section, answer all **FIVE (5)** questions.
Write your answers in the Answer Booklet(s) provided.

QUESTION 1

Define and explain **FIVE (5)** important questions a feasibility analysis should address? (10 marks)

QUESTION 2

a. Identify and explain the **TWO (2)** ways an entrepreneur can source for financing. (6 marks)

b. There are many sources of capital to start a business. Name **THREE (3)** and explain. (9 marks)

QUESTION 3

E-commerce has created a new way of doing business; in order for entrepreneurs to achieve their e-commerce efforts, they should consider and understand the benefits of selling on the web. List and describe **FIVE (5)** benefits of selling on the web. (15 marks)

QUESTION 4

Mike Pontya has operated a neighborhood restaurant in Cleveland for over 30 years. Mike is planning to move to Arizona because of his health, and has put the business up for sale. The restaurant, which caters to the local trade, is well known in the Hungarian community of Cleveland as having the best authentic Hungarian food in town, but it is not in a traditional restaurant district. The restaurant has parking for 10 cars. Most customers park on the street. In the past, this was not a problem as there was a great deal of walk-in business from the neighborhood. Now, however, a new four-lane highway passes by the front door of the restaurant and walk-in business has reduced. The traffic-light on the corner the restaurant is on to improve access to the highway for drivers emerging from the neighborhood. The traffic to the city has taken a heavy toll on the neighborhood. However, the restaurant is still doing well financially.

Terry and Judy Kozma are brother and sister who share a love for cooking and a desire to be in the restaurant business. All of their relatives have encouraged them to quit their jobs and buy the restaurant. Terry and Judy were raised two blocks from the restaurant, and both worked part-time for Mike Pontya while in college.

Answer the following questions based on the mini case above.

a. What site analysis criteria can you identify that is relevant to Terry and Judy's evaluation of the location of the restaurant? (4 marks)

b. Identify **FOUR (4)** advantages and **FOUR (4)** disadvantages of the restaurant's current location? (16 marks)

(Total 20 marks)

QUESTION 5

Business partners Ed and Yolanda recently opened a vintage used car lot called Cherry Lane. They sell antique and collectible cars on consignment for the owners at a fee of 30 percent of the selling price. The price is further reduced by 10 percent if a particular car is not sold within the first 30 days. One of the first customers convinced Yolanda that this was the only fair thing to do, and in an effort to provide something for "the cost conscious buyer," she provided what she thought was excellent customer service and implemented the idea.

Ed and Yolanda feel Cherry Lane has an ideal location. It is located adjacent to the city's baseball stadium, alongside the freeway in the center of all the other car dealerships. Although Cherry Lane has significant foot traffic, most people never make offers to buy.

In an effort to increase sales, Ed and Yolanda are working on a new marketing strategy that they believe should be quite different from the "shotgun" approach they had been using over the last few months.

Answer the following questions based on the mini case above.

- a. Explain competitive advantage. (5 marks)
 - b. Identify Cherry Lane's competitive advantage and why does Cherry Lane need a competitive advantage. (15 marks)
- (Total: 20 marks)

END OF EXAM PAPER