



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1324 ENTREPRENEURSHIP DEVELOPMENT**
Trimester & Year : January - April 2020
Lecturer/Examiner : Chang Sheau Huey
Duration : 2 Hours

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 = 2 (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.

1. Explain **SEVEN (7)** aspects of business plan that should be considered by an entrepreneur before starting the business.

[Total: 14 marks]

2. a) Briefly define “needs”, “wants”, and “demands”. [6 marks]
b) Describe **FOUR (4)** marketing mix that a company uses as a set of tools to achieve its marketing goals. [8 marks]

[Total: 14 marks]

3. a) State the differences between a leader and a team. [4 marks]
b) Explain **FIVE (5)** principles of leadership style that can be practiced in an organisation.

[10 marks]

[Total: 14 marks]

4. Describe **SEVEN (7)** pricing strategies for established goods and services when entrepreneurs start their business.

[Total: 14 marks]

5. From the view of an entrepreneur, explain **SEVEN (7)** characteristics of hostile competitors.

[Total: 14 marks]

END OF EXAM PAPER