



**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 : May - August 2021  
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 **FIVE (5)** benefits of having a business plan before start-up a business. [10 marks]  
b) In view of an entrepreneur, compare **TWO (2)** differences between primary research and secondary research. [4 marks]

**[Total: 14 marks]**

2. Use example to explain the following terms:

- a) Guerilla marketing
- b) In-store marketing
- c) Lifestyle marketing
- d) Product placement marketing
- e) Word-of-mouth
- f) Buzz marketing
- g) Viral marketing

**[Total: 14 marks]**

3. a) State any **ONE (1)** important of having a financial plan in an organisation. [2 marks]  
b) Illustrate **FOUR (4)** important forecasts that should be included in the business plan when entrepreneurs run their business. [12 marks]

**[Total: 14 marks]**

4. a) State **FOUR (4)** location considerations for a new business start-up. [4 marks]  
b) Use example to explain **FIVE (5)** reasons of location failure for an entrepreneur. [10 marks]

**[Total: 14 marks]**

5. Discuss **SIX (6)** common barriers to international trade. Provide an example to support your answer.

**[Total: 14 marks]**

**END OF EXAM PAPER**