



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 14 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : DCS 3402 ENTREPRENEURSHIP DEVELOPMENT
Semester & Year : May - August 2016
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 ANSWER QUESTIONS (80 MARKS)

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

QUESTION 1

What is an entrepreneur? Provide **FOUR (4)** characteristics of a typical entrepreneur? (10 marks)

QUESTION 2

Your friend Rozalan is experiencing a decline in sales in a business which he owns and has been in operation for five years. He has asked for your guidance in determining the next step he should take. Your recommendation includes conducting a market research. First, explain to him the types of research available (provide examples) and outline the **FOUR (4)** steps involved in conducting a research. (15 marks)

QUESTION 3

a) Identify the Big Three of cash management. (3 marks)

b) Jonathan owns a business that is achieving great growth. Unfortunately, he is always experiencing cash shortages. Explain why he is running short of cash when his business is achieving good profit. (12 marks)

(Total: 15 marks)

QUESTION 4

Rohana runs a supermarket in her 'kampung'. Her supermarket is called Rohana Runcit or RR. RR Supermarket sells food and beverages, toiletries, personal hygiene; a concept that is very similar to KK Supermarket. Additionally, RR sells fresh vegetables, fruits and specially made ice-blended drinks. Rohana discovers that the vegetables, fruits and ice-blended drinks are selling very well but products like canned foods, snacks and canned drinks are not selling very well (slow moving products).

From the statement above, discuss **FOUR (4)** types of pricing strategies that would be suitable for *Rohana Runcit* to adopt to sell her slow moving products and why? Provide examples to illustrate your answers. (20 marks)

QUESTION 5

When choosing location for a business, there are common factors that an entrepreneur should consider carefully. Compare and contrast **FIVE (5)** common factors (five factors for each location) which would influence an entrepreneur in site selection for the following:

i) A Spa & Bath (for relaxation) (10 marks)

ii) Branded Handbags (10 marks)

(Total: 20 marks)

END OF EXAM PAPER