



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BBM3306 BUSINESS INCUBATION AND TECHNOLOGY
ENTREPRENEURSHIP**

Semester & Year : May 2017 – August 2017

Lecturer/Examiner : Vijayan Venggadasallam

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
PART A (30 marks) : Answer all THREE (3) short answer questions; answers are to be written in the Answer Booklet provided.
PART B (70 marks) : Answer all FOUR (4) essay questions; answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 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.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (30 marks)

INSTRUCTION(S) : Answer all **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

1. Briefly discuss any **FIVE (5)** requirements in becoming an entrepreneur as stated by Anna Vital.

(10 marks)

2. Explain any **FIVE (5)** business incubator market.

(10 marks)

3. Briefly describe the **FIVE (5)** steps in procurement.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (70 marks)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

1. ICT is used as a competitive advantage by many businesses. Discuss any **FIVE (5)** benefits of using ICT for businesses.

(20 marks)

2. Business incubator involves infrastructure and services. Explain in detail the **FOUR (4)** areas under this context of business incubation.

(20 marks)

3. Consultants and other external parties could be necessary for a successful business. Discuss any **FIVE (5)** objectives of external support and networking.

(15 marks)

4. Evaluation should objectively demonstrate the contributions of an incubator. Describe the **SEVEN (7)** steps in evaluating benefits of the incubator.

(15 marks)

END OF EXAM PAPER