



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DCS3402 ENTREPRENEURSHIP DEVELOPMENT**  
Semester & Year : May - August 2017  
Lecturer/Examiner : Katrina Chua  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.  
PART B (80 marks) : Answer all FOUR (4) short answers 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 = 6 (including the cover page)

**PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Questions 1-20 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

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N/A

**END OF PART A**

**PART B : SHORT ANSWER QUESTIONS (80 MARKS)**

**INSTRUCTION (S)** : There are **FOUR (4)** questions in this section, answer all questions  
Write your answers in the Answer Booklet(s) provided.

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**QUESTION 1**

*'For a new start-up business, it is not necessary to write a business plan.'*

Defend this statement by providing **THREE (3)** reasons why a start-up business needs a business plan.  
(15 marks)

**QUESTION 2**

*'In the era of globalization, competition may be time zones away and no longer contained locally.'*

From the statement above, illustrate **FIVE (5)** reasons why you think going global is beneficial or not beneficial for a business venture.  
(15 Marks)

**QUESTION 3**

a) Describe **FIVE (5)** benefits of being an entrepreneur. (10 marks)

b) If you were an entrepreneur, what steps would you take to avoid failure? Briefly explain the **FIVE (5)** steps you would avoid as an entrepreneur. (10 marks)

(Total 20 marks)

**QUESTION 4**

a) Define the following pricing strategies: Odd Pricing, Price Lining, Captive Pricing, By-product Pricing and Bundling. Give example for each definition. (15 marks)

b) *Sunray Supermarket* is now preparing for the upcoming festive season sales which are scheduled **THREE (3)** weeks prior to the festive celebration. The management has plans to promote and sell festive goodies like snacks, biscuits, bottled drinks, juices and perishable foods; like fresh fruits, fresh vegetable, eggs etc.

As a marketing and pricing consultant to *Sunray Supermarket*; what marketing and pricing strategy would you advise the management of *Sunray Supermarket* to apply in order to **PROMOTE** and **SELL** its products during the festive season? Explain why you have chosen the specific strategies.

(15 marks)

(Total 30 marks)

**END OF QUESTION PAPER**