



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **BCS3302 Entrepreneurship**
Trimester & Year : May – August 2018
Lecturer/Examiner : Ms. Chong Poh Ling
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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 FOUR (4) structured-type questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 7 (Including the cover page)

PART B : STRUCTURED-TYPE QUESTIONS (70 MARKS)

INSTRUCTION(S) : FOUR (4) structured-type questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

QUESTION 1

a) Describe the **THREE (3)** primary reasons that people become entrepreneurs and start their own firms
(12 marks)

b) Identify the **THREE (3)** types of startup firms, and discuss how they differ. Provide examples of each type of firm.

(12 marks)

[Total: 24 marks]

QUESTION 2

a) Describe the purpose of feasibility analysis. When should a feasibility analysis be conducted relative to opportunity recognition and the development of a business plan?

(3 marks)

b) Describe the purpose of industry/target market feasibility analysis. Identify the **TWO (2)** primary issues that should be considered.

(4 marks)

c) Provide the difference between a firm's industry and its target market.

(4 marks)

[Total: 11 marks]

QUESTION 3

a) Describe **TWO (2)** differences between historical and pro forma financial statements.

(4 marks)

b) Describe the purpose of the income statement, the balance sheet, and the statement of cash flows.

(6 marks)

d) List the **FOUR (4)** primary financial objectives of firms and describe each of them.

(10 marks)

[Total: 20 marks]

QUESTION 4

a) Describe the term "liability of newness" and suggest **TWO (2)** ways that a new venture can overcome this handicap.

(10 marks)

b) What is the difference between a heterogeneous and a homogeneous founding team? Which type of team has the advantage?

(5 marks)

[TOTAL: 15 MARKS]

END OF QUESTION PAPER