



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1324 Entrepreneurship Development**
 Trimester & Year : May-August 2019
 Lecturer/Examiner : Ms. Jean Tan Chew Chin
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (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 FIVE (5) short essay 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 = 8 (Including the cover page)

PART B : SHORT-ESSAY QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer **FIVE (5)** short-essay questions. Answers are to be written in the Answer Booklet provided.

QUESTION 1

- a) Describe **THREE (3)** areas why marketing is critical for entrepreneurs. (6 marks)
- b) Explain **FOUR (4)** ways to build and maintain your brand and reputation. (8 marks)

(TOTAL: 14 marks)

QUESTION 2

Equation for success formula of a business: “Fail to plan, plan to fail “. A successful business depends on a well thought out written business plan.

- a) Describe **FOUR (4)** characteristics of a successful business plan. (8 marks)
- b) Providing **THREE (3)** benefits of developing business plan for a start-up business. (6 marks)

(TOTAL: 14 marks)

QUESTION 3

- a) Define “Sole Proprietorship”. (4 marks)
- b) Explain **FIVE (5)** advantages and **FIVE (5)** disadvantages of sole proprietorship form of business ownership respectively. (10 marks)

(TOTAL: 14 marks)

QUESTION 4

An acquaintance had abandoned a small contractor venture, leaving its workers in limbo, he decided to take the two workers under his care and continue the works. He knew nothing about contracting works, no experiences and no one to teach, it is very difficult, so every day, he will go and see how people install gates and learn from there. Sometimes he gets them right and sometimes the gates just cannot close. At one point, he even had to sell his house to pay off the growing debt incurred from having to compensate for so many projects due to cash flow. He eventually decided to focus on one product-awning. He carried out research and development efforts to improve on his product and processes. He ensures quality and finishing in all his projects. He innovated the products to stay ahead of competition with smart features like retractable, glass roof and aesthetic facades. He observes that consumers behaviors who are now more discerning and knowledgeable about the kinds of accessories they want in their homes.

- a) Describe **THREE (3)** ways on how an individual can become a successful entrepreneur. (6 marks)
- b) Explain **FOUR (4)** effective leader's behavior in entrepreneurship. (8 marks)

(TOTAL: 14 marks)

QUESTION 5

The Fourth Industrial Revolution (IR4.0) that bring with its emerging technologies like robotics, 3D printing and artificial intelligence, all set to further blur the lines between our physical life and the digital world. While the world embraces such rapid developments, to ensure we have a legion of Malaysian entrepreneurs who will flourish through the evolving times. There will be an increasingly competitive market which the ecosystem needs to be ready for. To create the next generation of resilient entrepreneurs, better equipped and agile to thrive in IR4.0. By educating the youth to view problems as opportunities while injecting the spirit of innovation collectively through inspiring talks, creative and innovative workshops, exhibitions from startups, fun activities and more.

- a) Describe **FIVE (5)** stages of growth for an entrepreneurial company in the Fourth Industrial Revolution (IR4.0). (10 marks)
- b) Explain the difference in creativity and innovation for the business success in the Fourth Industrial Revolution (IR4.0). (4 marks)

(TOTAL: 14 marks)

END OF QUESTION PAPER