



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 : September 2016 – December 2016

Lecturer/Examiner : Goh Poh Kim

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of TWO (2) parts:**
PART A (30 marks) : Answer all the short answer questions; answers are to be written in the Answer Booklet provided.
PART B (70 marks) : Answer all the 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 = 2 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (30 marks)

**INSTRUCTION(S) : Answer all the short answer questions in this section.
Write your answer in the Answer Booklet(s) provided.**

- 1 Discuss any **four (4)** benefits of being a techno-preneur rather than working for multinational company. (10 marks)
- 2 Discuss any **four (4)** factors that allow a client graduating (exit) from incubator? (10 marks)
- 3 Support service operations are an important part of a business incubator. Discuss any **four (4)** support operational services that you would offer at your business incubator. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (70 marks)

**INSTRUCTION(S) : Answer all the essay questions in this section.
Write your answers in the Answer Booklet(s) provided.**

- 1 As an entrepreneur, you will be using ICT extensively in your daily work. Discuss any **five (5)** advantages of using ICT in details. (20 marks)
- 2 Mumpreneurs or women entrepreneurs generate a lot of revenue for the economy. Discuss any **four (4)** success factors for Mumpreneurship. (20 marks)
- 3 Government policies effect a country social and economic development. Discuss any **three (3)** public policies that enhanced social and economic development. (15 marks)
- 4 Assessing the success of an incubator center is part of an improvement process. Discuss any **three (3)** criteria that you would take into consideration when starting the assessing process. (15 marks)

END OF EXAM PAPER