



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 12 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : DCS 3402 ENTREPRENEURSHIP DEVELOPMENT
Semester & Year : September - December 2016
Lecturer/Examiner : Katrina Chua
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. PART B (80 marks) : Answer all SIX (6) short answers questions.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
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.

PART B : SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S) : There are **SIX (6)** questions in this section, answer all questions. Write your answers in the Answer Booklet(s) provided.

QUESTION 1

Name **FIVE (5)** advantages and **FIVE (5)** disadvantages of sole proprietorship form of business ownership. (10 marks)

QUESTION 2

In Entrepreneurship, some small businesses fail.

- a) Identify **TWO (2)** primary causes of business failures. (4 marks)
- b) Explain **THREE (3)** steps to be taken to avoid business failures. (6 marks)

(Total: 10 marks)

QUESTION 3

a) Explain how is Entrepreneur different from Small Business Owners? Use examples to illustrate your answers. (10 marks)

b) List **FIVE (5)** characteristics of an entrepreneur you know? (can be someone you know personally or have read about) (5 marks)

(Total: 15 marks)

QUESTION 4

In global growth of entrepreneurship, identify and explain **THREE (3)** domestic barriers to trade and **TWO (2)** international barriers to trade. (15 marks)

QUESTION 5

Define the following pricing techniques and explain under what conditions a business owner would consider using each strategy?

- a) Bundling
- b) Captive-Product Pricing
- c) Odd Pricing
- d) Optional Product Pricing
- e) Discounts and markdowns

(15 marks)

QUESTION 6

New Age Reading Youth Club is a local youth organization supported solely by the donations of individuals and the local community. Its co-founders, Amin and Krishnan, are considering launching a Web site to promote upcoming events and raise money for a new library. Their good friend Chee Meng has volunteered to develop a Web site, which they feel will help promote their efforts.

However, to avoid “If I launch a site, customers will definitely see it” mistake, there are appropriate type of activities New Age Reading Youth Club should implement to support the success of its new site. Explain **FIVE (5)** such activities in creating a website that everyone would see. (15 marks)

END OF EXAM PAPER