



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (In Figures) :

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Student ID (In Words) :

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Course Code & Name : **BCS3302/BUS2104/BCS4401 Entrepreneurship**  
 Trimester & Year : September – December 2018  
 Lecturer/Examiner : Ms. Jean Tan Chew Chin  
 Duration : 3 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 all **FOUR (4)** structured-type 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 = 3 (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.**

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**QUESTION 1**

The founder of beverage company Asia Big Power which specialises in energy drink and fruit flavoured beverages was responsible for introducing the much-loved dragon fruit drink to the country. He set up a beverage making facility and started selling locally produced dragon fruit juice under the “Pitaberry” brand in 2004. The slowed growth for the company, it seemed stuck in a rut.

In 2014, the founder’s son Kent, came on board to help bring the company forward and open new market segments. Kent brought with him fresh ideas and insights of latest trends in the beverage market. Kent has steered the company into a new energy drinks segment via its Big Power Brand.

- a. Describe **FIVE (5)** characteristics of Kent’s entrepreneur skills required to steer the company. (5 marks)
- b. Explain **THREE (3)** ways, how Kent intends to raise capital from the market. (6 marks)
- c. Explain how Kent conducts **THREE (3)** feasibility market analysis on the energy drink. (9 marks)

**(TOTAL: 20 marks)**

**QUESTION 2**

Mobile users spend an average of 14 hours on their smartphone daily which provides a great opportunity for businesses to reach out to their customers via their mobile devices.

As an organisation, when launching a new product or a business, everyone needs to think mobile first, including building a website. When it comes to technology, the younger generation does it better than the older ones. Having the right technology tools alone will not necessarily succeed in business. The real challenges are effective communication and mindset of the people in the organisations. The challenge is to move fast or risk being not be around in near future.

- a. Describe **FOUR (4)** challenges face by entrepreneurs today. (8 marks)
- b. Identify the **Four (4)** types of start-up companies that embrace technology. Provide examples for each type of company. (8 marks)
- c. Explain **TWO (2)** reasons why people want to become an entrepreneur. (4 marks)

**(TOTAL: 20 marks)**

### QUESTION 3

When business grows, it will require an increasing amount of cash to operate as the foundation for serving its customers. Often equipment must be purchased, and new employees hired and trained before increased customer base generates additional income.

- a. Evaluate **TWO (2)** differences between historical and pro forma financial statements. (4 marks)
- b. Describe the purpose of the income statement and statement of cash flows. (4 marks)
- c. Explain why forecasting is so importance. (2 marks)

**(TOTAL: 10 marks)**

### QUESTION 4

“Fail to plan and plan to fail “, the business plan, although often criticized for being “dreams of glory”, is probably the single most important document to an entrepreneur at the start-up stage. Potential investors are not likely to consider investing in a new venture until the business plan has been completed.

- a. Illustrate **TWELVE (12)** contents of your business plan. (6 marks)
- b. Explain **TWO (2)** reasons why business plan is so important to the following: 1) entrepreneur, 2) investor, 3) customer, 4) suppliers. (8 marks)
- c. Explain **FOUR (4)** factors, why some business plans fail. (4 marks)
- d. Why is it necessary to update the business plan? (2 marks)

**(TOTAL:20 marks)**

**END OF QUESTION**