



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BUS1324 ENTREPRENEURSHIP DEVELOPMENT**  
Semester & Year : September - December 2021  
Lecturer/Examiner : Sheau Huey  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. 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 FIVE (5) short answers 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 = 2 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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1. *“An entrepreneur is an individual who creates and runs a business. Entrepreneur is to UNDERTAKE to Organize, Manage and Assume the risks involved in a business for the sake of potential rewards.”*

Discuss the evolution of entrepreneurship from 19<sup>th</sup> century to 21<sup>st</sup> century.

**[Total: 14 marks]**

2. a) As an entrepreneur, identify **FIVE (5)** potential opportunities in the marketplace. [5 marks]  
b) In view of an entrepreneur, describe **THREE (3)** big segments of managing cash flows when running their business. [9 marks]

**[Total: 14 marks]**

3. Discuss **SEVEN (7)** main tasks of a manager in a new venture team.

**[Total: 14 marks]**

4. Use example to explain the following terms:

- a) Fixed Assets
- b) Current Liabilities
- c) Owner’s Equity
- d) Break-even Analysis
- e) Sales Revenue
- f) Operating Expenses
- g) Cost of Goods Sold

**[Total: 14 marks]**

5. a) Explain **THREE (3)** types of franchising. [6 marks]  
b) Describe **FOUR (4)** differences between franchisor and franchisee. [8 marks]

**[Total: 14 marks]**

**END OF EXAM PAPER**