



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1324 ENTREPRENEURSHIP DEVELOPMENT**
Semester & Year : September - December 2023
Lecturer/Examiner : Sheau Huey
Duration : 2 Hours

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 = 6 (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.

1. a) State **TWO (2)** importance of competitive advantages for a business start-up. [4 marks]
b) Describe **FIVE (5)** sources of ideas of new business trends often provide the greatest opportunities for starting up new business. [10 marks]
[Total: 14 marks]

2. a) Define 'guerrilla marketing'. Provide examples to support your answers. [4 marks]
b) Explain **FIVE (5)** types of marketing communication mix that can be used by a new business start-up. [10 marks]
[Total: 14 marks]

3. Discuss any **SEVEN (7)** main tasks of a manager in a new venture team.
[Total: 14 marks]

4. Describe the following terms:
 - a) Current 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. Illustrate **SEVEN (7)** benefits of going global for entrepreneurs who wants to expand their business.
[Total: 14 marks]

END OF EXAM PAPER