UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JAN 2016 SEMESTER

SUBJECT CODE	:	**MPU3232**
SUBJECT TITLE	:	**TECHNOPRENUERSHIP**
LEVEL	:	**BACHELOR**
TIME / DURATION	:	9.00 AM - 12.00 P.M / 3 HOURS
DATE	:	18th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A, and section B
4. Answer ALL questions.
5. Please write your answers on the answer booklet provided.

THERE ARE EIGHT (8) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A

INSTRUCTIONS: Answer ALL questions.

Please use the answer booklet provided.

Question 1

a) Please explain what a Business Plan is and name at least three (3) users of a Business Plan.

(5 marks)

b) The Business Model Canvas is a strategic management template on how an organization creates, delivers and captures values. Please analyze the components of Business Model Canvas.

(10 marks)

(Total: 15 Marks)

Question 2

a) Please explain the external environment forces in a marketing environment.

(8 marks)

b) The National Incubator Network in one of the three key components of the startup programme under Technoprenuership Development Flagship initiative. The main objective is to capture and cluster Technopreneur nationwide and to nurture budding Technopreneurs, small and medium enterprises and startup companies involved in information and Communications Technology (ICT) and Biotech industries. Presently, there are 12 incubators in Malaysia. Multimedia Corporation (MDEC) is spearheading these initiatives to create sustainable incubators nationwide to provide conducive environment to nurture budding Technopreneurs. One of such center is MSC Malaysia Technology commercialization Centre in Cyberjaya, Selangor.

Can you identify **Seven (7)** resources and services that are being offered to Technoprenuers when they join the National Incubator Network?

(7 marks)

(Total: 15 Marks)

Question 3

a) Please explain the following business models by giving at least one example each.

- Bricks and clicks
- Freemium business model
- Loyalty business model
- Online auction business model
- Franchise

(10 marks)

b) The availability of finance is critical in the development of technology based ventures. Please explain what you understand about the following early stage financing.

1. Seed financing
2. First round financing

(5 Marks)

(Total: 15 Marks)

Question 4

a) Cik Amira Rosli has started a small business selling cookies online where customers can place their orders online and get their orders delivered within 48 hours. Sales are not growing as she has expected and she is struggling to keep her business going. She has tried to promote the business by placing flyers, banners and buntings around the neighborhoods but nothing seems to work so far. She is contemplating to develop an online promotion strategy. Can you help to list down and describe **FIVE (5)** online promotions that she can consider?

(10 marks)

b) Amira has told you that Puan Rosmah Mastor, her former lecturer had told her to use the concept of Material Requirement Planning (MRP) in order to keep her material costs down and reduce material wastages. Can you help to list down **FOUR (4)** steps of Material Requirement Planning (MRP)?

(5 marks)

(Total: 15 Marks)

[Total: 60 marks]

SECTION B

INSTRUCTIONS: Answer ALL questions.

Question 1

Please use the answer booklet provided.

Three good friends and engineers, Shah, Sami and Gwen have been working on a prototype solar operated lawn-mower. This machine not only cuts grass, but also bags (automatically put the waste into containers for disposal), is extremely light-weight and is energy efficient. The machine is compact and is extremely well designed and can be folded and kept neatly in a closet or store room without taking much space.

The machine, especially the frames and mechanical parts can be assembled from components sourced from local suppliers whilst the electrical components are imported from China. A prototype of this lawn mower is expected to be built within the next 6 -12 months.

The 3 engineers have approached you for advice on how best to start the business particularly in designing a business model by developing a business model canvas. It will help them to put the entire business in the right perspective.

1. Discuss and explain to the 3 engineers the strategic importance of the following business components:
   i. Cost Structure
   ii. Key Partners

(10 marks)

2. Based on your understanding of the business components explained above, provide **real and practical examples** to illustrate the two (2) components mentioned in Question 1.

(10 marks)

(Total: 20 Marks)

Question 2

Encik Abdul Rani Bin Mat Kulup is a renowned Environmental activist in Malaysia. He is planning to open a small medium Industry (SMI) factory that manufactures Rainwater Harvesting System called Kipidap. The product he invented is a simple Green technology solution that collects rain water from the rooftop and store rain water in a barrel for later non-potable use (like watering plants, flushing toilets, and irrigation.

He is currently working tirelessly day and night to ensure all the business plan details as financing, hiring of staffs, procuring machines and equipment for production, appointing a network of strategic suppliers, finalizing the production processes, designing the assembly lines, developing the distribution channel, deciding on the product pricing, designing above the line and below the line marketing and promotions activities are executed according to the business plan.

He has projected that the business would require a total of RM 2 Million to get it up and running. So far, he has managed to raise RM 1 million from family and friends. Besides, he is contemplating to invite his two ex-classmates to become new business partners inorder to raise the additional RM 1 million.

Recently, he bumped into Mr. Jepp Sepah, a senior corporate banker to get some piece of professional consultation. Jepp has suggested he borrows RM 2 million from the bank and pledges his family home and lands as collaterals. This would provide the company the money to kick-off its business. The company would be able to repay the loan to the bank once the business gets going. This suggestion seems fine to him despite the risk of losing the collateral in case the business does not succeed.

Encik Abdul Rani has sought your opinion as to which options are the best for his business? He prefers a solution that minimizes business risks because he wants to focus his energy and resources to grow the business once it starts.

1. What are advantages should Encik Abdul Rani and his new partners decide to form a private limited company? Please discuss **TWO (2)** advantages of forming a private limited company.

(5 marks)

2. Encik Abdul Rani is also the midst of a great dilemma from which he could not decide until now which would be a better idea, accepting the Mr. Jepp Sepah's proposal of taking a loan of RM 2 million or becoming a private limited company? Please give your recommendation.

(5 marks)

3. The product code-named Kipidap has yet to be registered under MyIPO (Intellectual Property Corporation). Encik Abdul Rani does not understand the importance of protecting his invention and products. Your job is to help him understand. Please discuss **four (4) forms** of Intellectual property protection that are commonly used and available in Malaysia.

(10 marks)

(Total: 20 Marks)

[Total: 40 marks]

END OF QUESTION PAPER