



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : ECB 20703
SUBJECT TITLE : TECHNOLOGICAL INNOVATION IN ENTREPRENEURIAL VENTURES
LEVEL : BACHELOR
TIME / DURATION : 09.00 AM - 12.00 P.M / 3 HOURS
DATE : 31st 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.
6. All questions must be answered in English (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Research team in your companies, successfully invented new application. Briefly explain to your other staff, **FIVE (5)** ways how you companies can generate incomes from the new product innovations.

[10 marks]

Question 2

Assume you are developing a new e-commerce application. Discuss the technical expertise needed by your companies to develop the systems.

[10 marks]

Question 3

Briefly give appropriate example that is differentiating between Efficiency and Creativity.

[5 marks]

Question 4

Discuss **FIVE (5)** main differences between Self Employment vs Wage Employment

[10 marks]

Question 5

List any **FIVE (5)** technology base entrepreneurs and the product they invent.

[5 marks]

Total: 40 Marks

SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Propose FIVE (5) ways how Technopreneurs can source out capital to start an application development project.

[10 marks]

Question 2

All entrepreneurship activities are performing in their own ecosystems. Each comes with their own basic characteristic. Discuss any all FOUR (4) components in technopreneurship ecosystems.

[10 marks]

Question 3

One of the crucial steps in determining the success or failure of entrepreneur activities is the entrepreneurial process. Discuss in detail FOUR (4) entrepreneurship processes.

[20 marks]

Question 4

"Invention and Innovation are two closely interrelated term". Discuss the statement above from perspective of 5W1H (what, why, when, who, where and how).

[20 marks]

Total: 60 Marks

END OF QUESTION PAPER

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