



UNIVERSITI KUALA LUMPUR  
Malaysian Institute of Marine Engineering Technology

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FINAL EXAMINATION  
JANUARY 2016 SEMESTER

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SUBJECT CODE : WBB10102  
SUBJECT TITLE : TECHNOPRENEURSHIP  
LEVEL : BACHELOR  
DATE : 20<sup>th</sup> May 2016  
TIME : 03:00 PM  
DURATION : 2 HOURS

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INSTRUCTIONS TO CANDIDATES

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1. Please read the instructions given in the question paper CAREFULLY.
  2. Please write your answers on the answer booklet provided.
  3. Answer should be written in blue or black ink except for sketching, graphic and illustration.
  4. This question paper consists of TWO (2) sections. Section A and B. Answer all questions in Section A. For Section B, answer THREE (3) questions only.
  5. Answer all questions in English.
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THERE ARE 4 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

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**SECTION A (Total: 40 marks)****INSTRUCTION: Answer all questions in this section A****Please use the answer booklet provided.****QUESTION 1**

A. Management is the process of working with people and resources to accomplish organizational goals. Therefore to achieve goals with minimum waste of resources and accomplish efficient and effective goals, management comprises of planning, leading, organizing and controlling. Explain briefly all the functions stated above.

**(10 Marks)**

B. Briefly describe FOUR (4) purposes of a business plan.

**(4 Marks)**

C. List down Six (6) characteristics of a successful entrepreneur.

**(6 Marks)**

**QUESTION 2**

A. Operating a business venture will demand flexibility in pricing methods and product strategies. This may be due to market forces, new product entrant or aging product.

Describe what you understand by the following terms.

a) Product Life Cycle.

b) Branding.

**(12 Marks)**

B. Price is the value placed on the object involved in exchange between a buyer and a seller. Buyer's interest in price stems from their expectation about the usefulness of a product and their satisfaction they may derive from it.

Name Four (4) common pricing objectives.

**(4 Marks)**

C. Distribution channels or market channels is a group of marketing organization that organizes the flow of product from manufacturer to the final consumer or intermediaries – (middlemen) Explain what do you understand of the terms in this context.

- a) Retailers
- b) Wholesalers

(4 Marks)

**SECTION B (Total: 60 marks)**

**INSTRUCTION: Answer THREE (3) questions only.**

**Please use the answer booklet provided.**

**QUESTION 3**

A. Evaluating and selecting the best business opportunity is extremely important before starting a new business venture and so is the form or type of business establishment to be set up.

- a) Explain why it is important to do an environment / community scan and a business opportunity screening. (10 Marks)
- b) Explain the advantages of a business establishment that practices as Private Limited company (Sdn Bhd) (10 Marks)

**QUESTION 4**

A) A firm's marketing mix is the set of controllable, tactical marketing tools that it uses to produce the response it wants in the target market .Analyse all FOUR elements under the marketing mix briefly with examples. (10 Marks)

B) Explain 5 key differences between a Technopreneur and an Entrepreneur in terms of their outlook and business approach .Illustrate each answer with an example.

(10Marks)

**QUESTION 5**

A) Trademarks is any word name symbol or device used to identify the source of origin of product or service and to distinguish those product or services from others .

Name five functions of a trademark and their purpose. **(10 Marks)**

B) In Malaysia a small business is a business that is privately owned and operated with a small number of employees and relatively low volume of sales ,small businesses are privately owned corporations, partnership or sole proprietorship.

1) Describe the advantages of a small business **(5 Marks)**

2) Describe the problems faced by small businesses **(5 Marks)**

**QUESTION 6**

A. Discuss briefly what is your understanding of the following terminologies in a business environment.

a) Cash Flow

b) Market Share

c) Target Market

d) Feasibility Study in Project

e) Market Segmentation.

**(10 Marks)**

B. What are the benefits of networking for an entrepreneur?

**(5 marks)**

C. Describe and illustrate the S.W.O.T analysis of your Business Plan

**(5 Marks)**

**END OF QUESTION**

