



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY

FINAL EXAMINATION
JANUARY 2017 SEMESTER

COURSE CODE : MPU3232

COURSE NAME : TECHNOPRENEURSHIP

PROGRAMME NAME : BACHELOR OF ENGINEERING TECHNOLOGY (HONS)
(FOR MPU: PROGRAMME LEVEL) IN NAVAL ARCHITECTURE & SHIPBUILDING
BACHELOR OF MARITIME OPERATIONS (HONS)

DATE : 11/07/2017 TUE

TIME : 2.00 PM - 04.00 PM

DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read **CAREFULLY** the instructions given in the question paper.
 2. This question paper has information printed on both sides.
 3. This question paper consists of **TWO (2)** sections; Section A and Section B. Answer **ALL** questions in Section A and **THREE (3)** questions from Section B.
 4. Please write your answers on the answer booklet provided.
 5. Write your answers only in **BLACK** or **BLUE** ink.
 6. Answer all questions in English.
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THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question No. 1

a. Discuss the importance and contributions of an entrepreneur in an economy and social development of a community. (10marks)

b. Describe and briefly explain the following questions.

1. Describe who is an entrepreneur?
2. Define who is a technopreneur?
3. Define customer segmentation in marketing.

(10 marks)

Question No. 2

a. Describe the meaning of intellectual property rights. (10 marks)

b. Discuss the advantages and disadvantages of the formation of a private limited company and a sole proprietor in Malaysia. (10 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer only THREE (3) questions. Please use the answer booklet provided.

Question 3

a. Networking is a process of widening mutual entrepreneur relationship as an important mechanism towards achieving personal success and expanding business. This relationship will provide mutual understanding resulting from the experience it gained and the investment it has made. Briefly explain four 5 importance of networking to an entrepreneur. (10 marks)

b. Explain any three sources from which initial basic business ideas emerges. (10 marks)

Question No. 4

a. Marketing mix refers to a mixture or blend of product, place (distribution) promotion and pricing strategies that are combined to create understanding and satisfy exchange with a target market. Explain how the four components are blended to obtain optimal results.

(10 marks)

b. Explain the role and responsibilities of an operations management division within an organization.

(10 marks)

Question No. 5

a. Discuss what is market research is and how do you conduct a market research.

(10 marks)

b. Trademark is a distinctive name, mark, symbol or motto identified with a company's product(s) or service(s).Elaborate FIVE (5) functions of trade marks.

(10 marks.)

Question No. 6

a. Define the function of marketing in business and how do they contribute to the progress of the business of the company.

(10 marks)

b. Explain and elaborate the following terms in financial facilities provided by a bank or a financial provider.

1. Hire purchase

2. Leasing

3. Factoring

(10 marks)

End of question