



**SET A**

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**UNIVERSITI KUALA LUMPUR**  
**Malaysia France Institute**

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**FINAL EXAMINATION**  
**JANUARY 2014 SESSION**

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**SUBJECT CODE** : WBB 10102 / MPU 3232  
**SUBJECT TITLE** : TECHNOPRENEURSHIP  
**LEVEL** : BACHELOR  
**TIME / DURATION** :  
**DATE** :

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**INSTRUCTIONS TO CANDIDATES**

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1. 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, A and B.
4. Answer **ALL** question in Section A and any **THREE (3)** questions in Section B
5. Write the answers on the answer booklet provided. For Question no. 4 please use the template attached in this booklet.

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**THERE ARE 5 PRINTED PAGES IN THIS QUESTIONS, EXCLUDING THIS PAGE**

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**SECTION A [Total : 40 marks]****INSTRUCTION : ANSWER ALL QUESTION****Question 1**

Intellectual Property (IP) results from the expression of an idea. IP might be a brand, an invention, a design, a song or another intellectual creation. IP can be owned, bought and sold.

- a) Identify and explain briefly **FOUR (4)** functions of trademark **[12 marks]**
- b) List down **TWO (2)** importance of trademark. **[6 marks]**
- c) Provide **TWO (2)** examples of Malaysia product that are protected by geographical indication right. **[2 marks]**

**Question 2**

Networking is important especially for a new venture. Good networking will indirectly help the success of a new venture by creating new avenues for the business, make the business stand out as well as attract and retain customers.

- a) Differentiate between personal networking and social networking **[8 marks]**
- b) Draw the diagram to illustrate the difference between personal networking and social networking **[8 marks]**
- c) List down **TWO (2)** ways that can be used by technopreneur in creating a good network. **[4 marks]**

**SECTION B [Total : 60 marks]****INSTRUCTION : ANSWER ONLY THREE (3) QUESTIONS****Question 1**

The implementation of company's business model into organizational structures and systems is part of a company's business operations. A business model explains the chosen system of inputs, business activities, outputs and outcomes that aims to create value over the short, medium and long term.

- a) Explain **FOUR (4)** advantages of Online Auction Business model **[12 marks]**
- b) Identify and explain **TWO (2)** reasons for technopreneur to choose a freemium business model **[8 marks]**

**Question 2**

A product strategy is the ultimate vision of the product, as it states where the product will end up. By setting a product strategy, company can determine the direction of their product efforts. Before coming up with new product, company must focus on a specific target market and feature set, instead of trying to be everything to everyone.

- a) Draw the flow chart/diagram of product development process. Briefly explain each process in product development. **[14 marks]**
- b) Positive brand attribute is one of the most valuable assets for the company. Identify and explain **TWO (2)** positive attributes created by brand. **[6 marks]**

**Question 3**

Johan Enterprise is producing a handmade standard leather walking boot. The company plan to increase their production as to develop its market share. Before any decision made, the company needs to analyze the current production situation. The following are the information of the company's production and operation.

- Leather RM10 per piece
- Labor RM 8 per hour
- Machine & Tools RM 12,000
- Rental for workshop RM 600 per month
- Utilities bill RM 300
- To complete 1 unit of leather walking boot, the company needs 3 pieces of leather and 4 hours of labor.
- Total production per month is 200 units
- The walking leather boot is sell at RM 120/unit.

Determine:

- i. Total productivity
- ii. Multifactor productivity for leather walking boot
- iii. Monthly purchases of Material A
- iv. Monthly cost for direct labor
- v. Production cost per unit for leather walking boot
- vi. The profit margin per unit for leather walking boot

**[12 marks]**

- b) Identify **FOUR (4)** steps involved in Material Requirement Planning (MRP)

**[8 marks]**

**Question 4**

Beta Enterprise is a company that producing various type of office table. The company is established by two partners that have a few years experience in manufacturing all types of table while working in Gamma Sdn. Bhd. The following are the financial information of the company for the year 2014.

	<u>RM</u>
Beginning Capital	53,744
Sales	462,452
Purchases	235,689
Ending inventory	32,090
Advertising	1,850
Insurance	5,400
Accounts payable	8,900
Rent	9,600
Wages payable	11,525
Equipment	100,200
Bank loan payable	17,500
Payroll taxes	8,200
Repairs and maintenance	13,984
Wages	98,852
Cash	12,300
Accounts receivable	22,900
Utilities	17,801
Depreciation	13,250

Additional information:

- Included in insurance is a payment of RM 2500 to provide insurance cover for the year 2015.
- Partner A and Partner B contribute 70% and 30% respectively for the start-up capital.

By using the template attached in this booklet:

- a) Prepare company's income statement for year ended 31 December 2014
- b) Prepare company's balance sheet as at 31 December 2014
- c) Determine the amount of return that Partner A will receive if the company decided to distribute the profit based on capital contribution.

**END OF EXAMINATION PAPER**