



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

COURSE CODE : MPU 2222
COURSE TITLE : INTRODUCTION TO ENTREPRENEURSHIP
PROGRAMME LEVEL : DIPLOMA
DATE : 31 MAY 2016
TIME : 9.00 AM – 11.00 AM
DURATION : 2 HOURS

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.**
- 4. Answer ALL questions in Section A. Choose FOUR (4) questions in section B.**
- 5. Please write your answers on the answer booklet provided.**
- 6. Please answer all questions in English only.**

THERE ARE 3 PAGES OF QUESTIONS EXCLUDING THIS PAGE.

SECTION A (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Marketing mix consist of four components which is Product, Price, Place, and Promotion. Promotion is one of important component used by entrepreneurs in their business operation.

- (a) Discuss **TWO (2)** importance of promotion in an organization. (6 marks)
- (b) Explain with example **FOUR (4)** elements of promotional mix. (14 marks)

Question 2

An entrepreneur must be sensitive to changes in customers' needs and wants in order to identify business opportunities. In analyzing business opportunity, entrepreneur need to do self-evaluation as one of the important step required.

- (a) Differentiate between product and service. (4 marks)
- (b) Differentiate between customers' need and want. (4 marks)
- (c) Explain with example **THREE (3)** factors that entrepreneurs need to consider when conducting self-evaluation. (12 marks)

Question 3

A business environment comprises a wide range of forces that can affect its performance. These forces can be divided into two related categories which is macro environment and micro environment.

(a) Briefly explain **TWO (2)** components of micro environment. (4 marks)

(b) Identify and explain **FOUR (4)** components of macro environment under external environment. (16 marks)

SECTION B (Total: 40 marks)

INSTRUCTION: Answer FOUR (4) questions only

Please use the answer booklet provided.

Question 1

Entrepreneurship is the process by which individuals pursue opportunities and put workable ideas into practice regardless of the resources they currently control. Describe with example **TWO (2)** importance of entrepreneurship.

(10 marks)

Question 2

A business plan is a written document which described the proposed business or project to be undertaken in a comprehensive manner. Identify and explain **FOUR (4)** components in the business plan.

(10 marks)

Question 3

In Malaysia, there are many successful entrepreneurs that inspired others to also be like them through their ups and downs journey. You are required to choose one well-known entrepreneur in Malaysia and describe **FOUR (4)** characteristics possessed by him or her as a successful entrepreneur.

(10 marks)

Question 4

Innovation plays important roles in business sustainability, explain with example **TWO (2)** form of innovation.

(10 marks)

Question 5

There are many supporting agents involving government agencies or non-government agencies that functioning in helping entrepreneurs in running and developing business. Identify **FOUR (4)** government agencies or non-government agencies that support entrepreneurs' activities and explain their function in helping the entrepreneurs.

(10 marks)

END OF EXAMINATION PAPER