



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

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**FINAL EXAMINATION**  
**JANUARY 2011 SESSION**

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**SUBJECT CODE** : FVB 30602  
**SUBJECT TITLE** : AUTOMOTIVE ENTREPRENEURSHIP AND  
ENTERPRISE DEVELOPMENT  
**LEVEL** : BACHELOR  
**TIME / DURATION** : 12.30pm – 2.30pm  
( 2 HOURS )  
**DATE** : 10 MAY 2011

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read the instructions given in the question paper **CAREFULLY**.
2. This question paper is printed on both sides of the paper.
3. Please write your answers on the answer booklet provided.
4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
5. This question paper consists of **TWO (2) sections**. Section A and B. Answer all questions in Section A. For Section B, answer **TWO (2) questions** only.
6. Answer all questions in English.

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**THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**SECTION A (Total: 40 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer sheet provided.****Question 1**

- a) Define entrepreneurship. (2 marks)
- b) List out any **FIVE (5)** Personal Entrepreneurial Competency (PEC). (5 marks)
- c) "An entrepreneur is an innovator. The economy moves through leaps and bounds and the prime mover is the entrepreneur through the process of creative destruction."  
*Joseph Aloysius Schumpeter (1934)*  
Explain the concept of creative destruction. (3 marks)

**Question 2**

- a) Define:  
i. Creativity  
ii. Innovation (4 marks)
- b) List **THREE (3)** factors that can limit creativity behaviour. (3 marks)
- c) How are creativity, innovation and entrepreneurship interrelated? (3 marks)

**Question 3**

The table below shows the demand and supply schedules for a 4GB thumb drive in a market.

Price(RM/unit)	Quantity Demanded (units)	Quantity Supplied (units)
42	150	600
40	200	500
38	250	400
36	300	300
34	350	200
32	400	100

- a) Using a graph paper, plot the demand and supply curves for the thumb drive. (4 marks)
- b) Determine the equilibrium price and quantity. (2 marks)
- c) If the price is RM34, will there be a shortage or surplus? How much? (2 marks)
- d) If demand increases by 150 units at every price level, plot the new demand curve in diagram (a) above and determine the new equilibrium price and quantity. (2 marks)

**Question 4**

- a) Briefly explain the **TWO (2)** types of forecasting. (4 marks)
- b) Briefly explain **THREE (3)** advantages of personal selling. (6 marks)

**SECTION B (Total: 40 marks)****INSTRUCTION: Answer only TWO (2) questions.****Please use the answer sheet provided.****Question 1**

- a) Using appropriate diagram, illustrate the difference between a change in supply and a change in quantity supplied.

(10 marks)

- b) Explain with a diagram, a minimum price policy. Briefly discuss **TWO (2)** advantages and **TWO (2)** disadvantages of the policy.

(10 marks)

**Question 2**

- a) Explain what the marketing channel is and why intermediaries are needed.

(4 marks)

- b) Explain with a diagram, the **FOUR (4)** channels of consumer products.

(16 marks)

**Question 3**

The marketing research process is a scientific approach to decision making that maximizes the chance of getting accurate and meaningful results. Explain the steps in marketing research process.

(20 marks)

**END OF QUESTION**