



**UNIVERSITI KUALA LUMPUR  
Malaysia France Institute**

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**FINAL EXAMINATION  
JANUARY 2010 SESSION**

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**SUBJECT CODE** : WBB 10102  
**SUBJECT TITLE** : TECHNOPRENEURSHIP  
**LEVEL** : BACHELOR  
**TIME / DURATION** : 08.00 pm – 10.00 pm  
(2 HOURS)  
**DATE** : 29 APRIL 2010

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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 **THREE (3)** sections. Section A,B and C. Answer all questions in Section A and B. For Section C, answer three (3) questions only.
6. Answer all questions in English.

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**THERE ARE 9 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**SECTION A (Total: 15 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer sheet provided.**

1. Marketing concepts is a win-win situation between customer's satisfaction and profits making.
2. In all businesses, marketing is not the back-bone to the total business efforts in achieving a profitable outcome.
3. Sales promotion is a long-term incentives or special offers to encourage purchase of speed-up the purchase decision.
4. Operation management is the set of activities to transform inputs into outputs and disregard values.
5. Technology is the only engine of economic growth.
6. Productivity is the ratio of outputs divided by the inputs.
7. An under-capitalised project will risk in the implementation process, as the project will run out of cash after it reaches its stabilization stage.
8. Identified cost variance between planned and actual financial figures usually cannot be discovered even if the entrepreneur have had prepared a financial plan.
9. Expenditure already incurred in the accounting period but which are yet to be paid is commonly known as accrued payment.
10. The liabilities of the *Sendirian Berhad's* shareholders are limited to their equity contribution.
11. The partnership type of business is administered by personal income tax regulation.
12. Business loss or profit won't affect owner's equity in any ways.

13. Client-centred networking is not recommended to lessen entrepreneur's reliance on costly and time-consuming efforts in getting and distributing information.
14. Personal networking allows for business discussions to be organized formally.
15. Integrity is the most important factors in establishing a network.

**SECTION B (Total: 15 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer sheet provided.**

1. The following elements describe market EXCEPT
  - i. have interest in the product or service.
  - ii. have the purchasing power.
  - iii. permitted by law.
  - iv. public place.

A. I, ii and iii	B. ii, iii and iv
C. I, iii and iv	D. I, ii, iii and iv
  
2. Which type of promotion strategy emphasizes free media attention?
  - A. Advertising
  - B. Sales promotion
  - C. Publicity
  - D. Public relation
  
3. One of the common mistakes when starting a new business venture is being over optimistic about market size. This could be a result of
  - i. Inaccurate planning
  - ii. Poor market research
  - iii. Diversifying too soon
  - iv. Focusing on sales volume rather than profit

A. I and ii	B. I and iii
C. iii and iv	D. I, ii and iv

4. Which of the following elements is NOT a variable in psychographic segmentation?
- A. Status
  - B. Hobbies
  - C. Age
  - D. Ego
5. In order for operation management to be effective and efficient, this element of management should be given priority.
- A. Inventory
  - B. Logistic
  - C. Design
  - D. Quality
6. The following statement describes Bill of Material EXCEPT
- A. Must be included with the products before shipping it to a buyer.
  - B. Serves as a means of tracking products changes and maintaining an accurate list of components needed to build products
  - C. Incomplete, incorrect and inconsistency data are most common BOM defect
  - D. Serves as invoice send by supplier to manufacturer
7. En Norman makes 196 roti canai in 7 hours. If he takes 30 minutes rest, how many roti canai he needs to produce in one hour to keep the same productivity rate.
- A. 30
  - B. 31
  - C. 32
  - D. 33



8. Which of the following two type of information are needed when discussing about the capacity of a facility?
- i. The amount of available capacity
  - ii. The age of available capacity
  - iii. The effectiveness of capacity use
  - iv. The demand for the capacity
- A. i and ii                      B. I and iii  
C. ii and iii                  D. li and iv
9. Which of the following statement describes hire purchase?
- A. Hiring activities with no option to purchase
  - B. Cash received by hirers.
  - C. Cash down payment shall be paid by hirers.
  - D. Rate of interest will be decided by financial institution upon confirmation.
10. En Halil has contributed his lorry as equity contribution to his partnership business with En Majid. Pertaining to this, his equity amount should be written as
- A. the amount of loan he made for buying the lorry.
  - B. current market price of the lorry.
  - C. purchase price of the lorry.
  - D. market price of the lorry after depreciation.
11. To determine the size of initial investment, financial planning should include the following EXCEPT
- A. cost of fixed assets
  - B. working capital
  - C. contingencies
  - D. income from sale

12. The following statements describe Project Implementation Cost Schedule, EXCEPT
- A. The schedule incorporates both long-term and short-term expenditure needed to start a project.
  - B. The schedule is to determine the amount of initial investment needed to launch a start-up project.
  - C. The schedule component comprises of capital expenditure, working capital requirement, other one off cost expenditure and contingency cost.
  - D. Contingency cost normally budgeted for 20%.
13. Farid, Khairi and Akmal are planning to set up partnership business. The following names are in their listing. Which name is against the law?
- A. Restoran RIKA
  - B. RIKA Enterprise
  - C. Syarikat RIKA Bersaudara
  - D. RIKA Sendirian Berhad
14. In business networking, symbiotic relationship means
- A. give and take attitude to survive and prosper.
  - B. one entity clearly benefits from other entities.
  - C. a dominant entity will lose its main resources.
  - D. a slowly destroy of other entities in the social network.
15. The following statement DOES NOT describe red tape
- A. regulations
  - B. informality
  - C. delay
  - D. encourage the 'passing the buck' phenomenon

**SECTION C (Total: 30 marks)**

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

**Please use the answer sheet provided.**

**Question 1**

- a) Briefly explain three (3) factors to consider when choosing suppliers to purchase raw material in the material requirement planning stage.

(6 marks)

- b) Kedai Perabut Joni has made RM70,000 sale for January, 2010. They made 30% gross profit from the sale. The rest is the direct cost and indirect cost of the goods sold. Calculate the multifactor productivity of every RM1 cost spent by Kedai Perabut Joni.

(4 marks)

**Question 2**

Base on the following information prepare term loan amortization schedule for Ros Hijau Enterprise.

Loan amount : RM45,000

Loan period : 5 years

Financing rate : 8% annual rest method

(10 marks)



**Question 3**

- a) If the monthly operating expenditure of Indah Keli Breeding Farm (IKBF) is RM12,000 and three months is the length of time needed for IKBF to generate its first sale, calculate the initial working capital requirement for IKBF.  
(3 marks)
- b) When preparing the project implementation cost, entrepreneur must include 5% - 10% contingency cost.  
Explain.  
(3 marks)
- c) En Hazim had sent his application to register his partnership business with his brother, Azli who is studying in Sekolah Menengah Tun Perak in Melaka. Do you think the Suruhanjaya Syarikat Malaysia accepts the application?  
Explain.  
(4 marks)

**Question 4**

- a) List four (4) importance of networking.  
(4 marks)
- b) Explain three (3) advantages of good business networking.  
(6 marks)

**END OF QUESTION**