



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

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**FINAL EXAMINATION**  
**SEPTEMBER 2014 SESSION**

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**SUBJECT CODE** : FVB31104  
**SUBJECT TITLE** : **AUTOMOTIVE ENTREPRENEURSHIP AND  
ENTREPRISE DEVELOPMENT**  
**LEVEL** : **BACHELOR**  
**TIME / DURATION** : **12.45 PM – 2.45 PM  
(2 HOURS)**  
**DATE** : **8 JANUARY 2015**

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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 THREE (3) questions only.**
  6. Answer all questions in English.
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**THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**INSTRUCTION: Answer ALL the questions.**

**Please use the answer booklet provided.**

**Question 1**

- a) Factors of production are also called resources and inputs. A resource is anything that can be used to produce goods and services. Explain the **FOUR** (4) groups of resources. (10 marks)
  
- b) Explain with diagram, a minimum price policy. Briefly discuss **TWO** (2) advantages and **TWO** (2) disadvantages of the policy. (10 marks)

**Question 2**

- a) Explain what marketing channel is and why intermediaries are needed. (4 marks)
  
- b) Explain with a diagram, the **TWO** (2) channels of consumer products. (6 marks)
  
- c) Explain any **FIVE** (5) categories of General Marketing Strategies. (10 marks)

**SECTION B****INSTRUCTION: Answer only THREE (3) questions****Question 1**

- a) Define economics and explain the **THREE** (3) basic economic concepts. (10 marks)
  
- b) Using appropriate diagram, illustrate the difference between a change in supply and a change in quantity supplied. (10 marks)

**Question 2**

- a) Describe how creativity, innovation and entrepreneurship interrelated? (2 marks)
  
- b) Discuss **THREE** (3) rewards and challenges of being entrepreneurs. (18 marks)

**Question 3**

- a) Define the entrepreneurship and explain any **FOUR** (4) characteristics of a successful entrepreneur. (10 marks)
  
- b) Explain the **FIVE** (5) limits of creativity (10 marks)

**Question 4**

Personal selling involves direct communication between buyers and sellers. The important person representing the organization in generating the sales will be the sales person, popularly known as the sales force or salesman.

- a) Explain **THREE** (3) advantages of personal selling (6 marks)
  
- b) Briefly explain the **SEVEN** (7) steps of sales process (14 marks)

**END OF QUESTION**