



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

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**FINAL EXAMINATION**  
**JANUARY 2016 SEMESTER**

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**COURSE CODE** : WBB10102  
**COURSE NAME** : TECHNOPRENEURSHIP  
**PROGRAMME LEVEL** : BACHELOR  
**DATE** : 18 MAY 2016  
**TIME** : 9.00 am – 11.30 am  
**DURATION** : 2 HOURS 30 MINUTES

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**INSTRUCTIONS TO CANDIDATES**

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1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2)** sections; Section A and Section B.
4. Answer **ALL** questions in Section A. For Section B, answer **THREE (3)** questions.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language **ONLY**.

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**THERE ARE 4 PAGES OF QUESTIONS, INCLUDING THIS PAGE.**

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

Networking is passing along information, ideas, and contacts from one person to another, and then possibly to more people. Explain any **FIVE (5)** importance of networking for technopreneur.

(10 marks)

**Question 2**

In Malaysia, all Intellectual Property matters are protected by the Malaysian laws spearheaded by MyIPO, a government regulatory body to enforce the law. There are altogether six types of Intellectual Property protection under the Malaysian law. Assess any **FIVE (5)** types of protection by explaining each of them

(10 marks)

**Question 3**

A socially responsible business maximizes positive effects and minimizes the negative effects on the population and society in general. All those businesses involve in social responsibilities of business. Elaborate the **FOUR (4)** aspects of social responsibility of businesses.

(10 marks)

**Question 4**

A business plan is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals. Describe **FOUR (4)** importance of Business Plan.

(10 marks)

## SECTION B (Total: 60 marks)

**INSTRUCTION: Answer only THREE questions ONLY.**

**Please use the answer booklet provided.**

**Question 5**

Business environment can be divided into internal and external environment. The business' internal environment consists of key factors and forces inside the business that affect how the business operates. The external environment is a set of forces and conditions outside the business that can potentially influence its performance.

- (a) List any **FOUR (4)** elements in the Micro environment (4 marks)
- (b) Discuss the **TWO (2)** elements in the internal environment (4 marks)
- (c) Analyse in detail the **FOUR (4)** elements in the Macro environment (12 marks)

**Question 6**

- (a) Briefly explains **FIVE (5)** guidelines in preparing a business plan. (10 marks)
- (b) The business plan can be prepared for various reasons and submitted to many different parties with a specific purpose in mind. Briefly explains **FOUR (4)** reasons for an entrepreneur to prepare a business plan. (10 marks)

**Question 7**

Market segmentation, market targeting and market positioning are the three essential processes for entrepreneurs in engaging a business into a specific market. Briefly describe what is 'market segmentation', and explain the **FOUR (4)** types of market segmentation.

(20 marks)

**Question 8**

Machinery, equipment and work station should be arranged in such a manner that the materials can flow smoothly throughout the production area. For a service business, arrangement of physical facilities must ensure convenience for customers to use the service.

- (a) Illustrate any **TWO (2)** types of operational layout plan. (10 marks)
- (b) Discuss the four processes involved in Material Requirement Planning. (10 marks)

END OF EXAMINATION PAPER