



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

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**FINAL EXAMINATION  
JANUARY 2016 SEMESTER**

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**COURSE CODE : MPU 3232**  
**COURSE TITLE : TECHNOPRENEURSHIP**  
**PROGRAMME LEVEL : BACHELOR**  
**DATE : 19 MAY 2016**  
**TIME : 2.30PM - 5.30PM**  
**DURATION : 3 HOURS**

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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. This question paper consists of TWO (2) sections.**
  - 4. Answer ALL questions in Section A. Choose THREE (3) questions in section B.**
  - 5. Please write your answers on the answer booklet provided.**
  - 6. Please answer all questions in English only.**
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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 booklet provided.****Question 1**

In marketing strategy, classifying products is about how a product is used, and why it is purchased determines how a product is classified. Give **FIVE (5)** classification of product in marketing strategy.

(10 marks)

**Question 2**

Identify the **FOUR (4)** steps in material requirement planning process.

(10 marks)

**Question 3**

Explain **FIVE (5)** techniques in developing confidence among technopreneurs.

(10 Marks)

**Question 4**

A trademark is a sign which distinguishes the goods and services of one trader from those of another. Provide **FIVE (5)** functions of trademark.

(10 marks)

**SECTION B (Total: 60 marks)****INSTRUCTION: Answer only THREE (3) questions****Please use the answer booklet provided.****Question 1**

Terry Bears Sdn Bhd produces stuffed animals and sold 5,000 animals last year. The company had the following cost last year to produce 6,000 animals :

Fabric used to construct the animals	RM30,000.00
Stuffing for animals	RM5,000.00
Depreciation on the sewing machines used to construct the animals	RM2,500.00
Depreciation on delivery trucks	RM1,500.00
Wages for workers who sew and sew the animals	RM40,000.00
Wages for salesperson	RM13,000.00
Utilities to heat and light the factory and power the sewing machines	RM12,000.00
Utilities to heat and light the corporate headquarters	RM6,000.00

Table 1: Terry Bears Sdn Bhd Expenses

What is the cost per animal?

(20 marks)

**Question 2**

Networking is defined as a process of widening mutual entrepreneur relationship as an important mechanism towards achieving personal success and expanding business. Explain FIVE (5) importance of networking.

(20 marks)

**Question 3**

Business ethics defined as the principles and standards that determine the acceptable and right conduct in business dealings and transactions. Discuss **FIVE (5)** issues on business on business ethics.

(20 marks)

**Question 4**

a) Identify **FIVE (5)** advantages of sole proprietorship business.

(10 marks)

b) Explain **FIVE (5)** factors which can build people's confidence to the technopreneur.

(10 marks)

**END OF EXAMINATION PAPER**