



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

<input type="radio"/> SUBJECT CODE	:	ECB 20603
SUBJECT TITLE	:	SMALL BUSINESS MANAGEMENT
LEVEL	:	BACHELOR
TIME / DURATION	:	9.00 AM - 12.00 P.M / 3 HOURS
DATE	:	27th MAY 2016

INSTRUCTIONS TO CANDIDATES

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; **Section A** and **Section B**.
4. Answer **ALL** questions in **Section A**, and **THREE (3)** questions in **Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Suppose that a small firm could successfully shift to a just-in-time inventory system- an arrangement in which inventory is received just as it is needed.

Explain how this might affect the firm's working capital management.

(5 marks)

b. Discuss how this might affect the firm's cash flow.

(5 marks)

[REDACTED]

Question 2

a. Describe whether employees of small firms welcome or resist a leadership approach that sought their ideas and involved them in meetings on what was going on in the business.

(5 marks)

b. Explain possible reasons that some employees might resist such an approach.

(5 marks)

[REDACTED]

Question 3

a. Describe the critical stages in the process of new venture creation.

(5 marks)

b. Discuss the different sources of start-up ideas.

(5 marks)

[REDACTED]

Question 4

- a. Discuss the various types of entrepreneurs.
- b. Describe the various types of business ideas

(5 marks)

(5 marks)

Total: 10 marks

SECTION B (Total: 60 marks)

INSTRUCTION: ANSWER THREE (3) QUESTIONS ONLY.

Please use the answer booklet provided.

Question 1

A former chef wants to start a business to supply temporary kitchen help (such as chefs, sauce cooks, bakers, and meat cutters) to restaurants in need of staff during busy periods. Develop a **TWO (2)** pages business plan for the chef.

Total: 20 marks

Question 2

If you were given RM500,000 by your parents to start a business. You are required to:

- a. Compare and contrast between starting a business from scratch and franchising.
(5 marks)
- b. Evaluate whether RM500,000 is enough to starting a business from scratch or franchising.
(10 marks)
- c. You are required to make a decision on the best business option for you to pursue. Support your answer with proper justification.
(5 marks)

Total: 20 marks

Question 3

Mr. Abdul Rani Kulup is the founder and president of Kipidap.com, in Kuala Lumpur, Malaysia. His jewellery business recognizes the importance of ensuring that customers keep coming back.

However, Mr. Abdul Rani Kulup is uncertain as to which customer retention techniques he should use to develop a strong foundation for repeat business. The firm's website has the software capabilities to support customer interaction.

a. You are required to recommend customer loyalty techniques to Mr. Abdul Rani Kulup.

(5 marks)

b. Discuss the information that would be appropriate to be collected on customers in a database.

(5 marks)

c. Propose a specific computer-based communication that could be used to achieve Mr. Abdul Rani Kulup's goal.

(10 marks)

Total: 20 marks

Question 4

You are required to identify the five financial evaluations or ratios analysis that need to be performed in evaluating a small business performance. Elaborate those ratios analysis and provide examples to support your discussion.

Total: 20 marks

END OF QUESTION PAPER