



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

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

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**SUBJECT CODE** : WBB10102 / MPU3232  
**SUBJECT TITLE** : TECHNOPRENEURSHIP  
**LEVEL** : BACHELOR  
**TIME / DURATION** : 8.00 PM – 10.00 PM  
( 2 HOURS )  
**DATE** : 31 DECEMBER 2014

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**INSTRUCTIONS TO CANDIDATES**

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1. 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, A and B.
4. Answer **ALL** question in Section A and any **THREE (3)** questions in Section B
5. Write the answers on the answer booklet provided. For Question no. 4 please use the template attached in this booklet.

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**THERE ARE 5 PRINTED PAGES IN THIS QUESTIONS, EXCLUDING THIS PAGE**

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**SECTION A [Total: 40 marks]****INSTRUCTION: ANSWER ALL QUESTION****Question 1**

Market segmentation is a process of grouping customers who are similar enough that the same product or services will appeal to all of them. There are three approaches that can be used in market segmentation: total-market approach, concentration approach and multi-segment approach.

Briefly explain these **three (3)** approaches.

[10 marks]

**Question 2**

The concept of business model has become popular with the new types of business and new business models. Business models convert new technology to economic value. Explain any **two (2)** types of business model for technology ventures.

[10 marks]

**Question 3**

Networking is a process of widening mutual entrepreneur relationship as an important mechanism towards achieving personal success and expending business. This relationship will provide mutual understanding resulting from the experience it gained and the investment it has made.

Briefly explain any **four (4)** importance of networking to entrepreneur.

[10 marks]

**Question 4**

Mr Helmi is the owner of Excellent Workshop. As a traditional workshop the activity for the workshop is not properly planned. In order for the workshop to success, Mr Helmi needs to focus on process planning. Figure 1 shows the flow chart of the sequence of activities in the workshop.

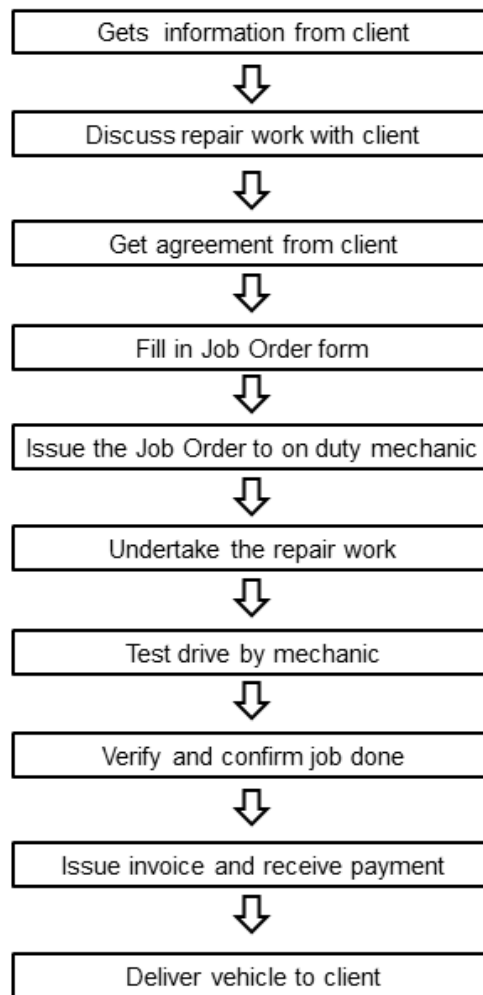


Figure 1: Activity Chart for Vehicle Repairing Services

Based on the activity chart, draw the process flow chart for vehicle repairing services for Excellent Workshop.

[10 marks]

**SECTION B [Total: 60 marks]****INSTRUCTION: ANSWER ONLY THREE (3) QUESTIONS****Question 1**

Promotion is a communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response.

Discuss the **four (4)** elements of promotional mix.

[20 marks]

**Question 2**

Maju Wangi Sdn Bhd is a soap manufacturer. On average, the company can produce 25,000 bars of soap per month. The operational costs per month for the company are as follows:-

Raw Material	RM	3,640.00
Packaging	RM	520.00
Supervisor's Salary	RM	1,500.00
Workers' Salaries	RM	11,520.00
Rent	RM	900.00
Utilities	RM	1,800.00
Stationeries	RM	750.00
Depreciation	RM	1,050.00

Calculate:

- a) Direct materials costs [5 marks]
- b) Direct labor costs [5 marks]
- c) Overhead expenses [5 marks]
- d) Cost per unit of soap [5 marks]

**Question 3**

Encik Jamal is in the process of preparing a business plan to start an engineering company in Semenyih Selangor. One of the reasons for preparing the business plan is to secure a loan from financial institution. He is trying to get some advice in completing his financial plan.

- a) Explain to Encik Jamal any **two (2)** main important reasons for preparing the financial plan.

[8 marks]

- b) Briefly explain to Encik Jamal the **six (6)** steps that he has to follow in order to develop a workable and meaningful financial plan.

[12 marks]

**Question 4**

Leeza plans to start a laundry business. In her business plan, she has estimated the budget as follows:

Administrative

Particular	Fixed Assets	Monthly Expenditure	Other Expenditure
Premise rentals		1000	
Deposit for premise rental			3000
Deposit for utilities			600
Utilities		500	
Salaries, EPF & SOCSO		1000	
Business registration			50
Business License			100
<b>Total</b>		<b>2,500</b>	<b>3,750</b>

Operation Expenditure

Particular	Fixed Assets	Monthly Expenditure	Other Expenditure
Washing Machine & Dryer	20,000		
Van	40,000		
Salaries		1000	
Washing powder		200	
Maintenance of vehicles		300	
Road tax & Insurance			600
<b>Total</b>	<b>60,000</b>	<b>1,500</b>	<b>600</b>

- Leeza plans to buy the washing machines and dryers via hire purchase and she has to pay a down payment of 10% of the total cost.
- Leeza uses her own van and put up RM10,000 cash for the business.
- The initial working capital is prepared for a period of two months.
- The contingency allowance is estimated at 5% of the total cost.

Using the template in Appendix 1, help Leeza to prepare

- a) project implementation cost schedule [13 marks]
- b) source of finance [7 marks]

Reminder: Please attach Appendix 1 in your answer booklet.

**END OF EXAMINATION PAPER**

**Appendix 1:**

Question 4 a)

<b>Project Implementation Cost</b>	<b>RM</b>	<b>RM</b>
<b>Capital Expenditure</b>		
Washing Machine & Dryer	[ ]	0.5m
Van	[ ]	0.5m
<i>sub total capital exp.</i>	[ ]	1m
<b>Working Capital ( _____ months)</b>		
Administrative	[ ]	1m
Operation	[ ]	1m
<i>sub total working capital</i>	[ ]	1m
<b>Other Expenses</b>		
pre-operational cost		
business registration	[ ]	0.5m
business license	[ ]	0.5m
road tax	[ ]	0.5m
<i>sub total pre operational</i>	[ ]	0.5m
deposit		
premise rental	[ ]	0.5m
utilities	[ ]	0.5m
<i>sub total deposit</i>	[ ]	0.5m
<i>sub total other expenses</i>	[ ]	1m
<b>Grand Total</b>		[ ] 1m
Contingency Allowance	[ ] % 0.5m	[ ] 1m
<b>Total Project Implementation Cost</b>		[ ] 1m

[13 marks]

Question 4 b)

<b>Sources of Funds</b>		<b>RM</b>
<b><i>Equity Contribution</i></b>		
Cash	<input type="text"/>	1m
Assets	<input type="text"/>	1m
<i>Sub total</i>	<input type="text"/>	1m
<b><i>External Sources</i></b>		
Term Loan	<input type="text"/>	1m
Hire Purchase	<input type="text"/>	1m
Others	<input type="text"/>	0
<i>Sub total</i>	<input type="text"/>	1m
<b>Total Fund</b>	<input type="text"/>	1m

[7 marks]