



UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(ONLINE)
SEMESTER I
SESSION 2020/2021**

COURSE NAME : CYBER ENTREPRENEURSHIP
COURSE CODE : BIT 10503
PROGRAMME CODE : BIT
EXAMINATION DATE : JANUARY / FEBRUARY 2021
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

TERBUKA

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** As an intern at Company XYZ, you are given the task to design an e-commerce website for the company.
- (a) Identify **THREE (3)** important factors impacting website design, and explain how they affect the website's operation. (6 marks)
- (b) Discuss **TWO (2)** values that can be offered by the website to your customers. (4 marks)
- Q2** Use **TWO (2)** examples of a technopreneur business to show how it differs from cyberpreneur business. (6 marks)
- Q3** (a) Construct an outline for a business plan. (7 marks)
- (b) Describe **FOUR (4)** major revenue models in e-commerce business. (8 marks)
- Q4** (a) Justify **TWO (2)** reasons why balance sheet is important to investors. (4 marks)
- (b) **FIGURE Q4(b)** shows cost and sales of Tesdo business.

Variable unit cost	: RM25
Fixed Cost (18 months)	: RM5000
Expected Unit Sales (18 months)	: 2500 Unit
Price per Unit	: RM55

FIGURE Q4(b)

Calculate the.

- (i) Total revenue (4 marks)
- (ii) Contribution margin (4 marks)
- (iii) Breakeven (7 marks)

- Q5** (a) Explain **TWO (2)** importances of marketing. (4 marks)
- (b) Discuss **FOUR (4)** marketing mix strategies and give an example for each strategy (8 marks)
- Q6** (a) What is payment revolution? (4 marks)
- (b) Illustrate and explain the process of using payment card. (14 marks)

- END OF QUESTIONS -

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