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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2021/2022**

COURSE NAME : CYBERPRENEURSHIP

COURSE CODE : DAT 20803

PROGRAMME CODE : DAT

EXAMINATION DATE : JULY 2022

DURATION : 2 HOURS

INSTRUCTION : 1. ANSWER ALL QUESTIONS.

2. THIS FINAL EXAMINATION IS AN
**ONLINE ASSESSMENT AND
CONDUCTED VIA CLOSE BOOK.**

3. STUDENTS ARE **PROHIBITED** TO
CONSULT THEIR OWN MATERIAL
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DURING THE EXAMINATION
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THIS QUESTION PAPER CONSISTS OF **THIRTEEN (13)** PAGES

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SECTION A (80 MARKS)

- Q1** An entrepreneur has the following personal characteristics **EXCEPT** ...
- A Self- confident
 - B Goal-oriented
 - C Creative
 - D Over ambitious
- Q2** Entrepreneurship contribute to ...
- A Economic growth.
 - B Employment opportunities.
 - C Career alternatives for women and minorities.
 - D All of the above.
- Q3** Which one is **NOT** the disadvantage of entrepreneurship?
- A Risky
 - B Uncertain Income
 - C You are the boss
 - D Work long hours
- Q4** Which one is **NOT** an advantage of entrepreneurship?
- A Can choose a business of interest.
 - B You can be creative.
 - C Make a lot of money.
 - D You will make decisions alone.
- Q5** All of the following are characteristics shared by successful entrepreneurs **EXCEPT** ...
- A Passion
 - B Risk averse
 - C Product/customer focus
 - D Tenacity despite failure
- Q6** Which of the following is **NOT** a common myth about entrepreneurs?
- A Everyone has the potential to be an entrepreneur.
 - B Entrepreneurs are born, not made.
 - C Entrepreneurs are gamblers.
 - D Entrepreneurs love the spotlight.
- Q7** Which of the following are risks for cyberpreneur in small business?
- A Interference with personal lives.
 - B Psychological stress.
 - C Social and family pressure.
 - D All of the above.



- Q8** A start-up cyberpreneur can build almost any type of business **EXCEPT** ...
- A YouTube channel
 - B Real estate agent
 - C Influencers
 - D Photography
- Q9** The e-business is a term often used in conjunction with e-commerce but includes services in addition to the sales of goods. The importance of e-business is
- A Marketing
 - B Costs
 - C Revenues
 - D All of the above
- Q10** What is the definition of entrepreneurship?
- A The act of creating a business or businesses while building and scaling it to generate a profit.
 - B The activity of setting up a business or businesses, taking on financial risks in the hope of profit.
 - C The field of business that seeks to understand how opportunities to create something new arise and are discovered or created by specific persons, who then use various means to exploit or develop them, thus producing a wide range effects.
 - D A systematic innovation, which consists in the purposeful and organized search for changes and it is the systematic analysis of the opportunities such changes might offer for economic and social innovation.
- Q11** Suitable skills for entrepreneur **EXCEPT**...
- A Customer Service
 - B Slow Learner
 - C Multi Talent
 - D Flexibility
- Q12** Which statement is not **TRUE**.
- A Cyberpreneurship is originated from the fusion of cyber that symbolizes digitization of established systems; and entrepreneurship, the commercial backbone shaping modern economies.
 - B Use of the internet in e-business can significantly reduce the cost of business transactions and provide convenience in diversifying needs.
 - C Cyberpreneurship consider as virtual businesses that lack of efficient customer engagement with free service delivery and flexible operations.
 - D Virtual enterprises conduct entire transactions, from delivery of products or services to generation of revenue on the digital domain through internet.

- Q13** These are the concept of cyberpreneurship **EXCEPT**....
- A Sponsorship
 - B Spokesperson
 - C Intangible Products
 - D Digital Information
- Q14** These are the current issues in entrepreneurship in Malaysia **EXCEPT**.....
- A The lack of stringent policies that aid and encourage entrepreneurship.
 - B Corruption in Malaysia.
 - C Counterfeiting and fake products.
 - D Instability of Political in Malaysia
- Q15** Which statement is **NOT TRUE** about creativity.
- A According to Gestalt psychologists, creativity is generates a new idea, insight, or solution through imagination rather than through logic or reason.
 - B Creativity is the act of turning new and imaginative ideas into reality.
 - C Curiosity and questioning are central to the success of creativity.
 - D It is the final stage of design, where ideas then actually take form, and a plan can be developed.
- Q16** Entrepreneur and inventor mean essentially the same thing.
- A True
 - B False
- Q17** The main characteristic shared by successful entrepreneurs is creativity.
- A True
 - B False
- Q18** Process innovation refers to....
- A The development of a new service.
 - B The development of a new product.
 - C The implementation of a new or improved production method.
 - D The development of new products or services.
- Q19** Which of these statements is **NOT TRUE**.
- A Yellow Hat Thinking involves the positive aspects of a solution.
 - B Green Hat Thinking is where creativity is encouraged.
 - C Red Hat Thinking involves gathering facts and figures related to the problem.
 - D Black Hat Thinking involves the use of critique and judgment to assess the negative aspects of a solution.

- Q20** _____ is a creative activity that generate good ideas.
- A Physical exercise
 - B Brainstorming
 - C Dreaming
 - D Examinations
- Q21** Below are the sources of innovation presented by Drucker **EXCEPT...**
- A Incongruities
 - B Process Need
 - C Industry Changes
 - D Expected Occurrence
- Q22** There are two different approaches of innovation strategy.
- A True
 - B False
- Q23** These are the habits of some innovative entrepreneurs **EXCEPT....**
- A They make unusual and unique associations and combinations of processes, products, and technologies.
 - B They are good at asking questions.
 - C They are observant and scrutinize.
 - D They are scheming with processes, products, and technologies.
- Q24** There are four issues on the commercialization of a product;
- i-When to launch
 - ii-Where to launch
 - iii-Whom to target
 - iv-How to launch
- A True
 - B False
- Q25** Which of these statements regarding the commercialization process key aspect is **TRUE**.
- A The funnel, it is essential to look at many ideas to get one or two products or businesses that can be sustained long-term.
 - B Commercialization is a stage-wise process, and each stage has its own key goals and milestones.
 - C It is vital to involve key stakeholders early, including customers.
 - D All of the above.

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- Q26** What is the difference between invention and innovation?
A Invention is a novel product, device, process and concept meanwhile, innovation is the introduction of a new and better solution.
B Invention requires knowledge and competence meanwhile innovation does not need knowledge and competence.
C Invention cannot be patent meanwhile innovation can be patent.
D Invention needs a lot of financial aid while innovation requires financial aid.
- Q27** These are some of ideas and tips to implement creativity in the workplace **EXCEPT....**
A Create diversity in workplace.
B Organizational support.
C Intellectually challenged.
D Being in a compact place.
- Q28** There are five creative problem solving based on the creative star model by An, Hunt, and Sanders (1993) & Cerveny, Garrity, & Sanders (1990).
A True
B False
- Q29** Which statement is **TRUE** about technopreneur?
A A technopreneur starts out with an idea.
B He follows existing practices and systems without doing things differently.
C A technopreneur operates business similar to other businessman.
D The business of a technopreneur has low potential and moderate leverage of knowledge and intellectual property.
- Q30** These are strategies to be creative **EXCEPT....**
A Have a mission and focusing on a multiple goal.
B Need one-on-one collaboration.
C Take risks and permit failure.
D Need quiet time and solitude.
- Q31** Brainstorming new ideas with others is
A A tasking activity.
B A creative activity.
C An examination.
D All of the above.
- Q32** The entrepreneurial process is comprised of each of the following steps **EXCEPT..**
A Deciding to become an entrepreneur.
B Inventing a new product or process.
C Managing and growing the entrepreneurial firm.
D Moving from an idea to an entrepreneurial firm.

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- Q33** What type of entrepreneurial business actually produces the products they sell?
A Manufacturing
B Wholesaling
C Retailing
D Service
- Q34** Entrepreneurial behavior typically requires all of the following **EXCEPT**
A Invention of something new.
B Willingness to take risks.
C Drive.
D Creativity.
- Q35** What do you call small firms that yield a level of income for their owner that is similar to what they would earn when working for an employer?
A Sole proprietorship
B Partnership
C Non-Profit
D Co-op
- Q36** In recent years, the fastest growing areas for women-owned firms have been in cosmetology, fashion merchandising, and hair salons.
A True
B False
- Q37** Which of the following is a reason why a person might prefer to purchase a franchise rather than open a completely new business?
A Higher failure rate.
B Increased independence.
C Ability to benefit from previous experience.
D Reduced royalty fees.
- Q38** These are major types of businesses **EXCEPT**
A Service Business
B Merchandising Business
C Delivery Business
D Hybrid Business
- Q39** There are 6 commonly-used business types in Malaysia to be selected to start your own business.
A True
B False

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- Q40** These are the decisions you'll need to be taken into consideration while choosing the right kind of business **EXCEPT**.....
- A Debt and Liability
 - B Filing taxes
 - C Life Partners
 - D Hiring employees
- Q41** Which of these statements is **FALSE**?
- A Sole proprietorship is owned by a single person whereby everything is being controlled by the business owner.
 - B Corporation is a non-independent company with multiple shareholders that consist employees.
 - C Non-Profit establish earning to pay the expenses of the company but can request for tax waive.
 - D The earnings in co-op are divided among the group members.
- Q42** Which of these statements refer to the advantage and disadvantage of partnership type of business.
- A Limited liability for some partners but not easy to organize.
 - B Knowledge, skills and resources are combined however will create a conflict between partners.
 - C Understanding between partners but there are a lot of government regulations.
 - D Profit sharing but have a lot of taxes.
- Q43** Which of these statements refer to the advantage and disadvantage of sole proprietorship type of business.
- A Expensive to create but have limited liability.
 - B Follow government regulations but meaningless financing.
 - C Flexibility but with limited sources of financing.
 - D Full of resources but with non-waive tax.
- Q44** There are four (4) key stages in the lifecycle of any product or service.
- A True
 - B False
- Q45** _____ is preventing or reducing business loss.
- A Liability management
 - B Risk management
 - C Casualty management
 - D Insurance

- Q46** These are ways of dealing with, or managing, each risk that you have identified **EXCEPT**....
- A Accept
 - B Transfer
 - C Reduce
 - D Embrace
- Q47** A cryptocurrency is a digital or virtual currency that is secured by cryptography, which makes it nearly impossible to counterfeit or double-spend.
- A True
 - B False
- Q48** Which of the following is usually included in a business plan?
- A Detailed description of the product or service.
 - B Marketing and promotional plans.
 - C Management and staffing.
 - D All of the above.
- Q49** There are three approach in developing business plan.
- A True
 - B False
- Q50** All are the typical structure for a business plan **EXCEPT**
- A Executive summary
 - B Financial Plan
 - C Operational Plan
 - D Borrowing Plan
- Q51** To meet the goals, entrepreneur may develop plan such as...
- A Business Plan
 - B Building Plan
 - C Family Plan
 - D Town Plan
- Q52** Business plan declare the following **EXCEPT** ...
- A Vision
 - B Strategy
 - C Human resources
 - D Borrower
- Q53** It is estimated that approximately _____ percent of small businesses fail within the first five years.
- A 10
 - B 25
 - C 50
 - D 75

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- Q54** Which of the following is the purpose of a business plan?
- A To attract financing.
 - B To inform competitors of plans.
 - C To discipline the entrepreneur to think of all aspects of the proposed venture.
 - D A and C.
- Q55** Which statement is **NOT TRUE**.
- A The business plan should be between 10 and 20 pages.
 - B Use at least 1-inch document margins.
 - C Use bright colors to improve the appearance.
 - D Never present your business plan as a series of bullet points.
- Q56** These a part of business plan presentation **EXCEPT**
- A Introduction of your self.
 - B Introduction of your company.
 - C Marketing strategy.
 - D Forecasts and financials.
- Q57** Guy Kawasaki is the one who suggests a 30/70 rule.
- A True
 - B False
- Q58** The stockholder may read only the executive summary of a business plan to decide about the investment in that business.
- A True
 - B False
- Q59** _____ in a business plan shows the estimated profit and expenses of the venture.
- A Financial plan
 - B Revenue model
 - C Accounts payable
 - D None of the above
- Q60** Which of the following is **NOT** a component of the Business Plan?
- A Business overview
 - B Operations Plan
 - C Marketing Plan
 - D Competitive Analysis

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- Q61** Which of these business statements provides an explanation of the organization's reason for existence?
- A Executive summary
 - B Objective Statement
 - C Mission Statement
 - D Company description
- Q62** These are the four basic strategies of the pricing strategies that businesses often employ in order to determine the prices on their products and/or services **EXCEPT**....
- A Penetration pricing
 - B Economical pricing
 - C Milking Pricing
 - D Lining pricing
- Q63** The role of a business marketing is to
- A Attract customers.
 - B Create a brand image.
 - C Remain competitive in the marketplace.
 - D All of the above.
- Q64** General, how many marketing approach in business?
- A 4
 - B 5
 - C 6
 - D 7
- Q65** These are 5 ecommerce application categories that you need to keep in mind.
- A True
 - B False
- Q66** Search engine optimization, or SEO, is an umbrella term used to describe a number of strategies that boost your rankings in search results for keywords and phrases related to your business. Below are SEO purpose **EXCEPT**
- A Improving your site's speed.
 - B Adding keywords to your URLs, page titles, and headings.
 - C Creating and updating content about your products and services.
 - D Increase followers.
- Q67** Market and Marketing Research are both essential tasks for companies wanting to stay ahead of the competition and the internet contains a wealth of information to help them do their research. Primary Data and secondary data can be collected via clever use of online surveys.
- A True
 - B False

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- Q68** Presta Shop is a cloud-based web development platform.
A True
B False
- Q69** Mail Chimp is one of tools for email marketing automation.
A True
B False
- Q70** Why are community web sites a particularly good place for placing online ads?
A They attract users who are very keen to spend money online.
B They attract users who are normally eager to register for newsletters or more information.
C They attract large amounts of users who are susceptible to advertising.
D They attract specific segments and so provide excellent opportunities for targeted advertising.
- Q71** Which of the following is a genuine drawback to initiating a viral marketing campaign?
A Some people will not find the message funny.
B The originating organization has no control over the message once it is launched.
C The recipients might be annoyed at receiving a message they consider to be spam.
D The originating organization may target the wrong segment.
- Q72** Which of these type of marketing have the objective of building relationships, supplementing a dynamic web site, providing an income stream or marketing research?
A Online advertising
B Viral marketing
C Direct marketing
D Commercial newsletters
- Q73** Why is the accounting side of the business so important?
A Owners need proper training to have an effective operation.
B Owners need this department to spread the word about their product.
C Owners need to know if they are making a profit while keeping up with a budget.
D Owners need to sign everyone up for healthcare.
- Q74** Revenue is
A Capital made before paying bills and taxes.
B Capital made after paying taxes.
C Capital made after paying bills.
D Capital made after paying all expences.

- Q75** Finance functions are
- A Planning for funds.
 - B Raising of funds.
 - C Allocation of funds.
 - D All of the above.
- Q76** Which financial decision help a businessman in opening a new branch of its business.
- A Financing decision
 - B Dividend decision
 - B Investment decision
 - C None of the above
- Q77** Which of the following assets is not considered as current asset?
- A Stock
 - B Furniture
 - C Cash
 - D Worker
- Q78** In a financial market, the price to borrow money is called the?
- A Deposit
 - B Interest Rate
 - C Credit
 - D Cost
- Q79** The _____ is a report of the revenue, expenses, and net income or net loss over an accounting period.
- A Income statement
 - B Accounts payable
 - C Owner's equity
 - D Financial statement
- Q80** A _____ is a report of the balances in all assets, liability, and owner's equity accounts at the end of a accounting period.
- A Statement of cash flows.
 - B Balance sheet.
 - C Income statement.
 - D Financial statement.

- END OF QUESTIONS -

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