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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2022/2023**

- COURSE NAME : CYBERPRENEURSHIP
- COURSE CODE : DAT 20803
- PROGRAMME CODE : DAT / DAG
- EXAMINATION DATE : JULY / AUGUST 2023
- DURATION : 2 HOURS
- INSTRUCTIONS :
1. ANSWER ALL QUESTIONS
  2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK**.
  3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA **CLOSED BOOK**

THIS QUESTION PAPER CONSISTS OF NINE (9) PAGES

**TERBUKA**

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**SECTION A (40 MARKS)**

- Q1** All are the process of entrepreneurship except
- A Planning
  - B Raising start-up capital
  - C Growth
  - D Education
- Q2** Self-discovery which is one of the processes of entrepreneurship means
- A Learning what you enjoy doing
  - B Examining your strength and weaknesses
  - C Examining work experience and relating it to potential
  - D All of the above
- Q3** The term 'entrepreneurial competencies' refers to
- A Key characteristic possessed by successful entrepreneurs in performing entrepreneurial functions effectively
  - B The process that leads to the setting up of a business entity
  - C The step-by-step plan to achieve business goals
  - D An entrepreneur's skills in identifying new and potentially unique ideas to achieve his goals
- Q4** An entrepreneur who is involved in technological changes in producing goods and services is called a
- A Technopreneur
  - B Cyberpreneur
  - C Intrapreneur
  - D Coopreneur
- Q5** Which statement is not **TRUE**?
- A Cyberpreneurship originated from the fusion of cyber that symbolizes the 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 are virtual businesses that lack of efficient customer engagement with free service delivery and flexible operations.
  - D Virtual enterprises conduct entire transactions, from the delivery of products or services to revenue generation on the digital domain through internet.
- 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** Suitable skills for entrepreneur **EXCEPT**.
- A Customer Service
  - B Slow Learner
  - C Multi-talent
  - D Flexibility
- Q8** 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.
- Q9** Entrepreneur and inventor mean essentially the same thing.
- A True
  - B False
- Q10** Who said that the entrepreneur's job is "creative destruction"?
- A Peter Drucker.
  - B Pierre Trudeau.
  - C Joseph Schumpeter.
  - D Brian Mulroney.
- Q11** 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 using critique and judgment to assess the negative aspects of a solution.
- Q12** Creativity can be learned. 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 scrutinized.
  - D They are scheming with processes, products, and technologies.
- Q13** Which statement is **TRUE**?
- A Creativity is an obstacle behind innovation and invention.
  - B A models and insights have not been developed to understand and facilitate the creative process.
  - C Creativity is a subset of innovation and refers primarily to the process of idea generation.
  - D Not everyone can be creative.

- Q14** Below are the sources of innovation presented by Drucker **EXCEPT**
- A Incongruities
  - B Process Need
  - C Industry Changes
  - D Expected Occurrence
- Q15** These following are some ideas and tips to implement a creativity in workplace **EXCEPT**.
- A Create diversity in the workplace.
  - B Organizational support
  - C Intellectually challenge.
  - D Being in a compact place.
- Q16** Cyberpreneurs operate on very different steps, such as experimenting, testing, trying, and failing, but never quitting. These are the practical steps for them to get started **EXCEPT**
- A Idea
  - B Investment
  - C Persevere
  - D Reach out to people
- Q17** Which of the following is a reason people 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.
- Q18** What type of entrepreneurial business produce the products they sell?
- A Manufacturing
  - B Wholesaling
  - C Retailing
  - D Service
- Q19** The period of business when an entrepreneur must position the venture in a market and make necessary adjustments to assure survival is called the:
- A Pre-startup stage.
  - B Startup stage.
  - C Early growth stage.
  - D Later growth stage.
- Q20** What is important when deciding on a location for a retail operation?
- A Attracting customers to the business
  - B Providing the maximum number of sales stations
  - C The flow of customers through the business
  - D Ease of exit

- Q21** What do you call small firms that yield a level of income for their owner that similar to what they would earn when working for an employer?
- A Sole proprietorship
  - B Small business
  - C Lifestyle firm
  - D Salary-substitute firm
- Q22** There are six commonly-used business types in Malaysia to be selected to start your own business.
- A True
  - B False
- Q23** 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.
- Q24** Business plan declares the following except
- A Vision
  - B Strategy
  - C Human resources
  - D Borrower
- Q25** 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 a bright color to improve the appearance.
  - D Never present your business plan as a series of bullet points.
- Q26** The stakeholder may read only the executive summary of a business plan to decide about the investment in that business.
- A True
  - B False
- Q27** Which of these business statements explains the organization's reason for existence?
- A Executive summary
  - B Objective Statement
  - C Mission Statement
  - D Company description
- Q28** The role of business marketing is to?
- A Attract customers
  - B Create a brand image
  - C Remain competitive in the marketplace
  - D All of the above

- Q29** The following are the four basic pricing strategies that businesses often employ to determine the prices on their products and/or services **EXCEPT**.
- A Cost-plus pricing
  - B Economical pricing
  - C Value Pricing
  - D Keystone Pricing
- Q30** Search engine optimization, or SEO, is an umbrella term used to describe several strategies that boost your rankings in search results for keywords and phrases related to your business. Below are SEO purposes **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
- Q31** Market and Marketing Research are both essential tasks for companies wanting to stay ahead of the competition. The internet contains a wealth of information to help them do their research. Primary and secondary data can be collected via the clever use of online surveys.
- A True
  - B False
- Q32** Which of the following is **NOT** one of the common models for assessing the cost of online advertising?
- A CPS (cost per sale)
  - B CPA (cost per action)
  - C CPM (cost per thousand impressions)
  - D CPC (cost per click)
- Q33** Which of the following is a real 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 launched.
  - C The recipients might be annoyed at receiving a message they consider as spam.
  - D The originating organization may target the wrong segment.
- Q34** Finance functions are
- A Planning for funds
  - B Raising of funds
  - C Allocation of funds
  - D All of the above
- Q35** Wealth in a form of money or other assets owned by a person or organization is available to contributed for a particular purpose, such as starting a company or investing.
- A Consumer
  - B Seller
  - C Capital
  - D Demand

- Q36** \_\_\_\_\_ are property and other items of value owned by a business.
- A Current assets
  - B Fixed assets
  - C Liabilities
  - D Assets
- Q37** 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
- Q38** Which of the following would depreciate over the next year?
- i. Diamond
  - ii. Maserati car
  - iii. Cell phone
  - iv. Gold
  - v. TV
- A i & ii
  - B ii, iii & iv
  - C i & iv
  - D All of the above
- Q39** A \_\_\_\_\_ is a report of the balances in all assets, liability, and owner's equity accounts at the end of an accounting period
- A Statement of cash flows
  - B Balance sheet
  - C Income statement
  - D Financial statement
- Q40** 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 bills and taxes

**SECTION B (60 MARKS)**

**Q41** (a) Define each term given below:

- (i) Entrepreneurship
- (ii) Entrepreneur
- (iii) Cyberpreneurship
- (iv) Cyberpreneur
- (v) Technopreneurship

(10 marks)

(b) Explain the concept of cyberpreneurship.

(5 marks)

(c) Discuss entrepreneurship's importance to the economy and society.

(5 marks)

**Q42** (a) Discuss the importance of using creativity in cyberpreneurship.

(5 marks)

(b) Describes **FIVE (5)** key steps in attempting to commercialize a good product or idea to gain maximum profit.

(10 marks)

(c) Fardzrien has an intention to involve in cyberpreneurship. However, he does not have the source of capital.

Explain **FIVE (5)** steps for him to start building his cyber-business.

(5 marks)

**Q43** (a) Few business entities in Malaysia suit different stages of business or perhaps serve other business needs. Broadly, there are five main types of business entities in Malaysia provided by government agencies and private sectors to help develop and implement enterprises.

Describe **THREE (3)** types of business entities that exist in Malaysia.

(6 marks)

(b) Discuss **TWO (2)** advantages and disadvantages of these type of business entities.

(4 marks)



- Q44** (a) Businesses face many risks. Therefore, risk management should be a central part of any business' strategic management.  
Explain **TWO (2)** risk management processes that help the progress of your business.  
(4 marks)
- (b) A business plan is a written document for future business planning. It is very important for the entrepreneur for various reasons, such as to get financial support, determining the business's mission and vision and increasing the stakeholders' confidence to provide loans.  
List **TWO (2)** components of a Business Plan.  
(2 marks)
- (c) Financial Management is important in business. It guides a company or an individual to make optimum use of money to achieve maximum returns. It also helps to spend less and earn more, leading to more savings and thus a secure future. Lack of Financial Management in business will lead to losses and business closure.  
Explain the items below:  
(i) Bookkeeping  
(ii) Cash Flow  
(4 marks)

**-END OF QUESTIONS -**