



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2023/2024**

- COURSE NAME : CYBERPRENEURSHIP
- COURSE CODE : DAT 20803
- PROGRAMME CODE : DAT/DAG
- EXAMINATION DATE : JULY 2024
- DURATION : 2 HOURS 30 MINUTES
- INSTRUCTIONS :
1. ANSWER ALL QUESTIONS IN **PART A** AND **THREE(3)** QUESTIONS IN **PART B**
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA
 - Open book
 - 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 TWELVE (12) PAGES

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PART A

Instruction: Answer **all** questions.

Q1 Choose the appropriate contribution of cyberpreneurship.

- (i) Economic growth
 - (ii) Employment opportunities
 - (iii) Career alternatives for women and minorities
- (a) i
 - (b) ii and iii
 - (c) i and ii
 - (d) i, ii and iii

Q2 These are the process of cyberpreneurship **EXCEPT**

- (a) Planning
- (b) Raising Start-up capital
- (c) Growth
- (d) Education

Q3 A _____ usually involves technological changes in producing goods and services.

- (a) Technopreneur
- (b) Cyberpreneur
- (c) Intrapreneur
- (d) Coopreneur

Q4 The "bank of Dad and Mom" is **NOT** a source of capital.

- (a) True
- (b) False
- (c) None of the above
- (d) All of the above

Q5 A start-up cyberpreneur can build almost any type of business **EXCEPT**

- (a) YouTube channel
- (b) Real estate agent
- (c) Influencers
- (d) Photography

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- Q6** People who own, operate and take risks in a business venture **EXCEPT**
- (a) Technopreneur
 - (b) Employee
 - (c) Entrepreneurs
 - (d) Cyberpreneur
- Q7** Which one is **NOT** a disadvantage of cyberpreneurship?
- (a) Risky
 - (b) Uncertain Income
 - (c) You are the boss
 - (d) Work long hours
- Q8** These are the most common reasons people choose to become entrepreneurs.
- (i) To make a lot of money
 - (ii) To escape the long hours associated with traffic jams
 - (iii) To be their own boss
 - (iv) To be able to retire early
- (a) i and ii
 - (b) i, ii and iii
 - (c) i, iii and iv
 - (d) i, ii, iii and iv
- Q9** These are characteristics shared by successful entrepreneurs, **EXCEPT**
- (a) Passion
 - (b) Risk averse
 - (c) Product/customer focus
 - (d) Tenacity despite failure
- Q10** Which of the following is not a common motivation of an entrepreneur?
- (a) Desire for independence
 - (b) Search for personal and professional growth
 - (c) Desire to maintain the status quo
 - (d) Search for more rewarding work

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- Q11** Opportunities point to _____, who would buy the innovative solutions.
- (a) Entrepreneur
 - (b) Business manager
 - (c) Business center
 - (d) Customers
- Q12** The one characteristic shared by successful cyberpreneurs is creativity.
- (a) True
 - (b) False
 - (c) None of the above
 - (d) All of the above
- Q13** Which of these statements is **NOT TRUE** about creativity?
- (a) According to Gestalt psychologists, creativity generates a new idea, insight, or solution through imagination rather than 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) Creativity is the final design stage, where ideas take form, and a plan can be developed
- Q14** Which of these statements is **TRUE** about technopreneurs?
- (a) A technopreneur starts with an 'idea'
 - (b) He follows existing practices and systems without doing things differently
 - (c) A technopreneur operates a business similar to another businessman
 - (d) The business of a technopreneur has low potential and moderate leverage of knowledge and intellectual property
- Q15** These are issues on the commercialisation part during a product launch;
- (i) When to launch
 - (ii) Where to launch
 - (iii) Whom to target
 - (iv) How to launch
- (a) i only
 - (b) i and ii
 - (c) i, ii and iii
 - (d) i, ii, iii and iv

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- Q16** Which type of entrepreneurial business produce the products they sell?
- (a) Manufacturing
 - (b) Wholesaling
 - (c) Retailing
 - (d) Service
- Q17** After winning a medal for diving in the Olympics, Cheryl starts a diving instruction school. This statement is an example of a lifestyle firm.
- (a) True
 - (b) False
 - (c) None of the above
 - (d) All of the above
- Q18** Select the stage of business when an entrepreneur must position the venture in a market and make necessary adjustments to ensure survival.
- (a) Pre-startup stage
 - (b) Startup stage
 - (c) Early growth stage
 - (d) Later growth stage
- Q19** Why a person might prefer purchasing a franchise rather than opening an entirely new business?
- (a) Higher failure rates
 - (b) Increased independence
 - (c) Ability to benefit from previous experience
 - (d) Reduced royalty fees
- Q20** These are the decisions you need to consider while choosing the right kind of business, **EXCEPT**
- (a) Debt and Liability
 - (b) Filing taxes
 - (c) Life Partners
 - (d) Hiring employees

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- Q21** These are ways of dealing with, or managing, each risk that you have identified **EXCEPT**
- (a) Accept
 - (b) Transfer
 - (c) Reduce
 - (d) Embrace
- Q22** _____ is preventing or reducing business loss.
- (a) Liability management
 - (b) Risk management
 - (c) Casualty management
 - (d) Insurance
- Q23** The stockholder may read only the executive summary of a business plan to decide about the investment in that business.
- (a) True
 - (b) False
 - (c) None of the above
 - (d) All of the above
- Q24** 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 colours to improve the appearance
 - (d) Never present your business plan as a series of bullet points
- Q25** Guy Kawasaki is the one who suggests a 30/70 rule.
- (a) True
 - (b) False
 - (c) None of the above
 - (d) All of the above

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- Q26** Which of these statements is **NOT** a component of the Business Plan?
- (a) Company Description
 - (b) Competitive Analysis
 - (c) Marketing Plan
 - (d) None of the above
- Q27** Which of these business components helps understand how the business plans to expand?
- (a) Growth strategy
 - (b) Competitor's analysis
 - (c) Company description
 - (d) Revenue plan
- Q28** These are the four basic pricing strategies that businesses often employ to determine the prices of their products and services, **EXCEPT**
- (a) Cost-plus pricing
 - (b) Economical pricing
 - (c) Value Pricing
 - (d) Keystone Pricing
- Q29** Search engine optimisation (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 the SEO purposes, **EXCEPT**
- (a) Improving your site's speed
 - (b) Adding keywords to your URLs, page titles, and headings
 - (c) Create and update content about your products and services
 - (d) Increase followers
- Q30** 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 and secondary data can be collected via clever online surveys.
- (a) True
 - (b) False
 - (c) None of the above
 - (d) All of the above

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- Q31** Which of the following is not one of the standard 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)
- Q32** Which of these statements is a genuine drawback to initiating a viral marketing campaign?
- (a) Some people will not find the message funny
 - (b) The originating organisation has no control over the message once launched
 - (c) The recipients might be annoyed at receiving a message they consider spam
 - (d) The originating organisation may target the wrong segment
- Q33** Which of the following would depreciate over the next year?
- (i) Diamond
 - (ii) Maserati car
 - (iii) Cell phone
 - (iv) Gold
 - (v) TV
- (a) i and ii
 - (b) ii, iii and v
 - (c) i and iv
 - (d) All of the above
- Q34** The term revenue refer to
- (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

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- Q35** Wealth is money or other assets owned by a person or organisation or available or contributed for a particular purpose, such as starting a company or investing.
- (a) Consumer
 - (b) Seller
 - (c) Capital
 - (d) Demand
- Q36** In a financial market, what is the price of borrowing money?
- (a) Interest Rate
 - (b) Credit
 - (c) Cost
 - (d) Principle
- Q37** _____ are property and other items of value owned by a business.
- (a) Current assets
 - (b) Fixed assets
 - (c) Liabilities
 - (d) Assets
- Q38** These are the successful Malaysian cyberpreneurs **EXCEPT**
- (a) Grab
 - (b) Lelong
 - (c) Car some
 - (d) Food Panda
- Q39** These are the challenges faced by cyberpreneur **EXCEPT**
- (a) Talent Acquisition
 - (b) Viral marketing
 - (c) Office space
 - (d) Seasonal product sale

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Q40 They are successful influencers in Malaysia **EXCEPT**

- (a) Khairul Aming
- (b) Aqil Zulkiflee
- (c) Alif Shukri
- (d) Alif Aziz

(40 marks)

PART B

Instruction: Answer **THREE (3)** Questions **ONLY**.

Q41 (a) Define each term given below:

- (i) Cyberpreneurship
- (ii) Technopreneurship

(4 marks)

(b) Nowadays, technopreneurship is one of the trends in business. Interpret **THREE (3)** importance of technopreneurships to the economy and society that it becomes the number one business selected by youngster for their start-up.

(6 marks)

(c) Discuss the concept of cyberpreneurship that you understand to start your business.

(10 marks)

Q42 (a) Product launch success is crucial for every business. Regardless of your company size or industry, your new product must build excitement, attract customers, and increase sales. Prepare a solid design plan consisting of **THREE (3)** issues to consider for a successful launch that will help your new product thrive!

(6 marks)

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- (b) Motivation is the driving force behind a cyberpreneur's success. There are various types of cyberpreneurs, such as e-commerce entrepreneurs, content creators, app developers, and digital marketers. Motivation can vary based on the kind of cyberpreneurship.
- (i) List **TWO (2)** internal factors influencing motivation. (2 marks)
- (ii) List **TWO (2)** external factors influencing motivation. (2 marks)
- (c) Fardzrien intends to be involved in cyberpreneurship. However, he does not have any idea how to begin. Suggest **FIVE (5)** relevant ideas for him to start building his cyber-business and become a cyberpreneur. (10 marks)
- Q43** (a) Businesses in Malaysia suit different stages of business or perhaps serve other business needs. Broadly, they are classified under four main areas. List all **FOUR (4)** classifications of business areas. (4 marks)
- (b) New products and services are the lifeblood of all businesses. Investing in their development is crucial to business growth and profitability. However, embarking on the development process is risky. It needs considerable planning and organisation. Prepare **FIVE (5)** outlines of the critical stages in identifying products and services so that you know when the time is right for your business to start the development process. (10 marks)
- (c) Discuss **THREE (3)** advantages and disadvantages of these business entities.
- (i) Enterprise
- (ii) Sendirian Berhad (6 marks)
- Q44** (a) Businesses face many risks. Therefore, risk management should be central to any business' strategic management. Explain **TWO (2)** risk management processes that help the progress of your business. (4 marks)

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- (b) A business plan is a written document for future business planning. It is essential for the entrepreneur for various reasons, such as to get financial support, determine the business's mission and vision and increase the stakeholders' confidence to provide loans. Produce a sample business plan for opening an e-commerce store in SHOPEE.
- (10 marks)
- (c) Discuss **THREE (3)** differences between cyber marketing and conventional marketing.
- (6 marks)

- END OF QUESTIONS -

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