



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : CYBER ENTREPRENEURSHIP
COURSE CODE : BIT 10503
PROGRAMME CODE : BIT
EXAMINATION DATE : DECEMBER 2019/JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

Q1 State whether each of the following statement is **TRUE** or **FALSE**.

- (a) Entrepreneurs are usually moderate, rather than high, risk-takers. (1 mark)
- (b) Primary content is information about the product itself. (1 mark)
- (c) The number one characteristic shared by successful entrepreneurs is passion for the business. (1 mark)
- (d) The three ways to identify an opportunity include observing trends, solving a problem, and finding gaps in the marketplace. (1 mark)
- (e) A sources and uses of funds statement is a document that lays out specifically how much money a firm needs, where the money will come from, and what the money will be used for. (1 mark)
- (f) Interactive Website is a web site that sells product and services only. (1 mark)
- (g) Online business needs a huge startup cost. (1 mark)
- (h) Entrepreneurship is the process by which individuals pursue opportunities within the constraints of the resources they control. (1 mark)
- (i) Cross-selling approach is offering an upgraded version of the product in order to boost sales and profit. (1 mark)
- (j) There is no standard business model that dictates how firms in a particular industry should compete. (1 mark)

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Q2 Explain the difference between the following terms:

(a) Spam and splog. (4 marks)

(b) Search engine marketing (SEM) and search engine optimization (SEO). (4 marks)

Q3 (a) Describe e-commerce.

(2 marks)

(b) Use **ONE (1)** example of a technopreneur business to show how it differs from cyberpreneur business.

(2 marks)

Q4 (a) Construct an outline for a business plan.

(6 marks)

(b) Describe **TWO (2)** major revenue models in e-commerce business.

(4 marks)

Q5 (a) Discuss **TWO (2)** reasons why balance sheet is important to investors.

(4 marks)

(b) Figure **Q5(b)** shows cost and sales of XYZ business.

Variable unit cost	: RM2.50
Fixed Cost (18 months)	: RM500
Expected Unit Sales (18 months)	: 250
Price per Unit	: RM5.50

FIGURE Q5(b)

Calculate the:

(i) Total revenue  (4 marks)

(ii) Contribution margin (4 marks)

(iii) Breakeven (6 marks)

- Q6** (a) Explain **TWO (2)** importances of marketing. (4 marks)
- (b) Explain **FOUR (4)** marketing mix strategies and give an example for each strategy. (8 marks)
- Q7** (a) What is payment revolution? (4 marks)
- (b) Explain using a diagram to illustrate process of using payment card. (14 marks)

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- END OF QUESTIONS -