



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : TECHNOPRENEURSHIP
COURSE CODE : BPB 44803
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

Q1 The following are the operational costs per month for ASIAFLEX Sdn Bhd, a mountain bike manufacturer. On average, th company can produce 1000 mountain bike per month. The operational costs per month are as follows:

Table Q1: Operational Cost for mountain bike

Items	Amount
Wheel	RM283,200.00
Frame	RM444,000.00
Handle Bars	RM170,000.00
Seats	RM120,000.00
Chain Set	RM185,000.00
Pedals	RM45,000.00
Supervisor’s Salary	RM2,700.00
Operators’ Salaries	RM22,000.00
Rent	RM2,700.00
Utilities	RM2,300.00
Stationery	RM1,500.00
Depreciation	RM4,150.00

Calculate:

- (a) Direct material costs. (5 marks)
- (b) Direct labour. (5 marks)
- (c) Overhead expenses. (5 marks)
- (d) Cost per unit of mountain bike. (10 marks)

Q2 Technological capability of the manufacturing sector is almost entirely held by a large multinational companies (MNCs) operating in Malaysia.

- (a) Define the meaning of commercialization. (1 mark)
- (b) Illustrate **SIX (6)** steps that involved in putting together an advertising campaign. (6 marks)
- (c) Describe **FOUR (4)** clusters of Research and Development practices in Malaysia. (12 marks)

- (d) Identify **SIX (6)** types of funding that are given out by Malaysia Technology Development Corporations (MTDC).
(6 marks)

Q3 The commercialization process of academic inventions will come under the arrangement of licensing or assignment of pre-existing technologies, collaborative research agreement to develop new information or technologies and formation of spin-off companies that are usually financed by venture capitalist.

- (a) Illustrate the model of commercialization of research and development in a university.
(6 marks)
- (b) Explain the model in **Q3 (a)**.
(12 marks)
- (c) Define spin-off.
(1 mark)
- (d) Differentiate **THREE (3)** pros and cons of licensing to new spin-off companies at the university.
(6 marks)

- Q4** (a) Define networking.
(2 marks)
- (b) Explain **THREE (3)** advantages of networking.
(9 marks)
- (c) Elaborate **THREE (3)** importance of networking to the technopreneur.
(9 marks)
- (d) Describe **FIVE (5)** barriers in building the strategic network.
(5 marks)

- END OF QUESTIONS -

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