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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2013/2014**

COURSE NAME : CYBER ENTREPRENEURSHIP
COURSE CODE : BIT 10503
PROGRAMME : 2 BIT
EXAMINATION DATE : JUNE 2014
DURATION : 2 HOURS AND 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

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

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Q1 Entrepreneurship is a process of creating and expanding businesses that collectively form a force for national development and societal prosperity.

(a) Differentiate **FIVE(5)** characteristics of entrepreneur and cyber entrepreneur. (10 marks)

(b) Describe Internet e-commerce and non-Internet e-commerce (3 marks)

(c) Justify the differences between Technopreneur and Entrepreneur. (7 marks)

Q2 Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

(a) Identify **THREE(3)** reasons why people are motivated to be creative. (3 marks)

(b) Illustrate using a diagram **ONE(1)** example of e-marketplace. (7 marks)

Q3 Planning and organizing an e-commerce business is an important part of the business life cycle. We need a proper planning in order to achieve the business objective.

(a) List **THREE(3)** form of business. (3 marks)

(b) Illustrate using a diagram the content creation, delivery, and management life cycle (4 marks)

(c) Design a template of e-commerce website by including a typical navigation bar and the page layout grid. (8 marks)

Q4 Marketing is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objects.

(a) Define what marketing plan is. (2 marks)

(b) Illustrate the new marketing model for mass marketing, market segmentation, and one-to-one marketing. (6 marks)

(c) Propose **FOUR(4)** online advertising methods. (2 marks)

(d) Propose a marketing plan and the start-up cost to start an e-commerce business. (10 marks)

Q5 Financing in business is an art and science in money management where we acquire financial sources to start and run a business. It is also a process of obtaining and managing capital while business is in operation.

(a) Based on the scenario in **Table 1** , analyze and calculate the total variable cost, total cost, Total Revenue, Profit, Contribution margin and breakeven.

Table 1 :Low Fat Yogurt Business

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

(10 marks)

(b) Outline the **THREE(3)** advantages and disadvantages of using credit card (5 marks)

(c) Illustrate the processing payment card life cycle by using a diagram. (7 marks)

Q6 Understanding the foundation for legal and ethical issues in e-commerce is important. On top of that, we need to know the civil, intellectual property, and common law. By understanding the legal and ethical challenges, we will know how to contain them.

(a) Please describe the definition of the term below :

- i) Ethics
- ii) Privacy
- iii) Intellectual Property
- iv) Search Engine Marketing (SEM)
- v) Search Engine Optimization (SEO)

(5 marks)

(b) When identifying fraudulent in the Internet, we seek for third party advice. Outline the third party that we can refer.

(2 marks)

(c) Explain and suggest **THREE(3)** tips on safe electronic shopping.

(6 marks)

- **END OF QUESTION** -