UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2014/2015

COURSE NAME : CYBERPRENEURSHIP

COURSE CODE : BIT 10503

PROGRAMME : 3 BIT

EXAMINATION DATE : JUNE 2015 / JULY 2015

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : A) ANSWER **ALL** QUESTIONS
B) ANSWER IN THIS QUESTION
BOOKLET

THIS QUESTION PAPER CONSISTS OF **EIGHT (8)** PAGES

Q1 (a) Describe **FIVE (5)** major revenue models in e-commerce business.

(10 marks)

Answer:

(b) Define **FOUR (4)** types of different innovation.

(8 marks)

Answer:

(c)   Analyze Figure **Q1(a)** to produce **FOUR (4)** examples of different business.
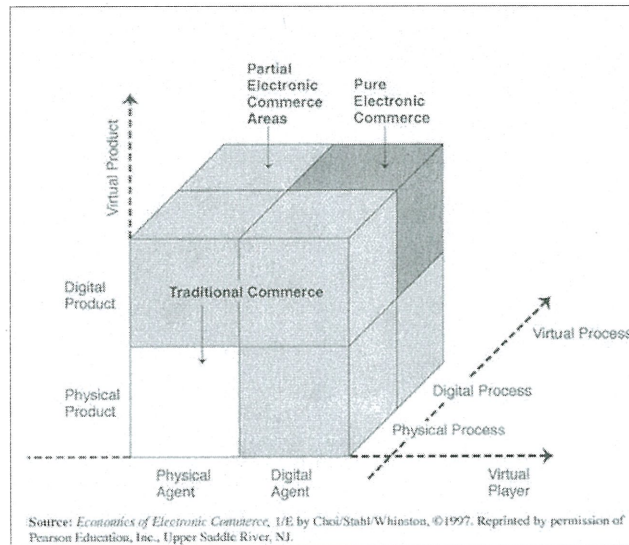

FIGURE Q1(a)

(12 marks)

Answer:

Q4 (a) Describe the components in a marketing plan.

(6 marks)

Answer:

(b) Discuss how marketers select and establish market segmentation and its importance.

(12 marks)

Answer:

(c) Illustrate a website that contains at least **THREE (3)** online advertising methods.

(12 marks)

Answer:

- END OF QUESTIONS-