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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : CYBERPRENEURSHIP
COURSE CODE : BIT 10503
PROGRAMME : 1 BIT
EXAMINATION DATE : AUGUST 2014
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

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Q1 (a) Analyze Figure **Q1(a)** to produce **FOUR (4)** examples of different business. (C4)

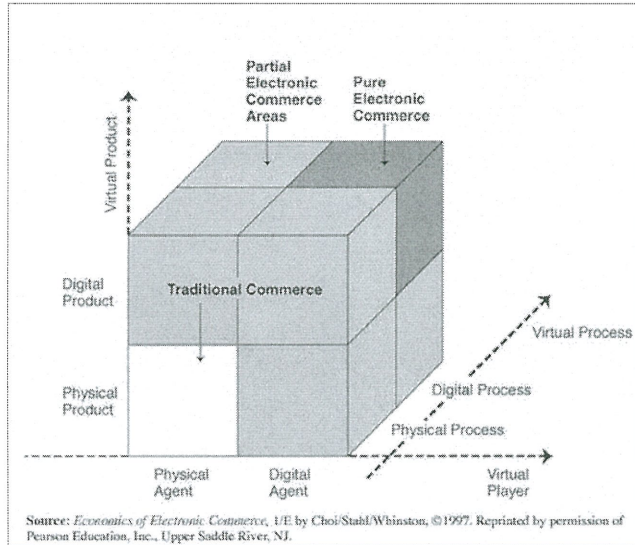


FIGURE Q1(a)

(24 marks)

(b) Describe **FOUR (4)** types of different innovation that a business may adopt to increase the degree of digitization. (C1)

(8 marks)

(c) Discuss the importance of using Internet marketing as a business climbs to a higher dimension of digitization. Justify your arguments using **TWO (2)** different online advertising methods. (C4)

(6 marks)

Q2 (a) Construct an outline for a business plan. (C3)

(6 marks)

(b) Describe the components in balance sheet. (C2)

(4 marks)

(c) Discuss the importance of balance sheet to investors. (C4)

(4 marks)

(d) Describe **FIVE (5)** major revenue models in e-commerce business. (C2)

(10 marks)

- Q3** (a) Define Search Engine Marketing (SEM). (C1) (2 marks)
- (b) Describe **THREE (3)** examples of spamming that usually threat SEM. (C2) (6 marks)
- (c) Use a diagram to describe the process of the PayPal payment system. (C3) (8 marks)
- Q4** (a) Illustrate a website that contains at least **THREE (3)** business promotion strategies. (C3) (8 marks)
- (b) Justify your decision to choose the following options in opening a web storefront: (C3)
- (i) website hosting (4 marks)
- (ii) obtaining a domain name (4 marks)
- (c) Differentiate between copyright and patent. Support your answer with an example for each. (C4) (6 marks)

- END OF QUESTIONS-