UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER III
SESSION 2014/2015

COURSE NAME	:	CYBERPRENEURSHIP
COURSE CODE	:	BIT 10503
PROGRAMME	:	3 BIT
EXAMINATION DATE	:	AUGUST 2015
DURATION	:	2 HOURS AND 30 MINUTES
INSTRUCTION	:	ANSWER **ALL** QUESTIONS.

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

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Q1 (a) Differentiate between:

(i) Technopreneur and Entrepreneur.

(2 marks)

(ii) Front-end and Back-end technology component.

(2 marks)

(b) Describe **FOUR (4)** Electronic Commerce (EC) Business Models as listed below:

(i) Tendering

(2 marks)

(ii) Name-your-own-price

(2 marks)

(iii) Group Purchasing

(2 marks)

(iv) Viral Marketing

(2 marks)

(c) Discuss **FOUR (4)** types of innovations as listed below:

(i) Supply chain innovation

(2 marks)

(ii) Organizational innovation

(2 marks)

(iii) Service innovation

(2 marks)

(iv) Product innovation

(2 marks)

Q2 (a) Justify your decision in choosing the following options when opening a web storefront:

(i) Website hosting

(5 marks)

(ii) Registering a domain name

(5 marks)

(b) Construct an outline for a business plan.

(8 marks)

(c) Define **ONE (1)** component in a business model canvas.

(2 marks)

Q3 (a) Describe:

(i) Balance sheet

(4 marks)

(ii) Income statement

(4 marks)

(iii) Cash flow statement

(4 marks)

(b) Discuss **TWO (2)** importance of breakeven analysis to investors.

(4 marks)

(c) Figure **Q3(c)** shows cost and sales of ABC business.

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Variable unit cost                      : RM2.50
Fixed Cost (18 months)                  : RM500
Expected Unit Sales (18 months)         : 250
Price per Unit                          : RM5.50
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FIGURE Q3 (c)

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Calculate the:

(i)   Total revenue

(4 marks)

(ii)   Contribution margin

(4 marks)

(iii)   Breakeven

(6 marks)

Q4 (a) Describe **THREE (3)** components in a marketing plan.

(6 marks)

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

(12 marks)

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

(12 marks)

- END OF QUESTIONS-

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