



UNIVERSITI KEBANGSAAN MALAYSIA
The National University of Malaysia

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BACHELORS DEGREE WITH HONOURS

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MASA : 2 JAM
TIME : 2 HOURS

KOD KURSUS : LMCR3933
COURSE CODE :

TAJUK KURSUS : TEKNOLOGI MAKLUMAT DAN KEUSAHAWANAN
COURSE TITLE : INFORMATION TECHNOLOGY AND ENTREPRENEURSHIP

- ARAHAN : 1. Kertas ini mempunyai 90 soalan.
INSTRUCTIONS : *This paper has 90 questions.*
2. Jawab SEMUA soalan dalam Borang OMR dengan menggunakan pensil 2B
Answer ALL questions in the OMR form using 2B pencil.
3. Jumlah markah keseluruhan kertas ini 90 markah.
Total marks for this paper is 90 marks.
4. Kertas soalan tidak dibenarkan dibawa keluar daripada Dewan Peperiksaan.
The exam paper is not allowed to be taken out from the Examination Hall.

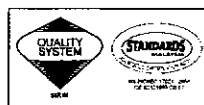
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Matrics No. :

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(dengan perkataan/ in words)

Set: _____

Kertas soalan ini mengandungi 13 muka surat bercetak, tidak termasuk muka surat ini.
This question paper consists of 13 printed pages, excluding this page.



MS ISO 9001 REG NO. AR 2845

Answer ALL questions.

1. Entrepreneurship is a process that can be learned.
 - a. True
 - b. False

2. Different companies may calculate COGS differently, even if their actual costs are identical.
 - a. False
 - b. True

3. To be successful, a company must possess a unique and novel idea.
 - a. True
 - b. False

4. It's a common misperception that a business plan is primarily used for raising capital.
 - a. False
 - b. True

5. The Myers-Briggs personality type indicator can accurately predict an individual's likelihood for success in an entrepreneurial endeavor.
 - a. True
 - b. False

6. Your business plan should be designed to be flexible, to allow for rapid adjustments as more information becomes available.
 - a. True
 - b. False

7. An entrepreneur is unlikely to possess all the business skills needed for long term success.
 - a. True
 - b. False

8. Company culture is incredibly difficult to change after it has been established.
 - a. False
 - b. True

9. The self-examination required to develop a tight, well written business plan is more important than the business plan itself.
 - a. False
 - b. True

10. The majority of entrepreneurs' business ideas come from area inside of their present line of employment or experience.
 - a. False
 - b. True

11. It is more common for teams to self-destruct because of personal conflicts than for lack of funding.
 - a. True
 - b. False

12. Set of behavioral attributes for an entrepreneur success is similar to those who want to success, regardless of fields.
 - a. True
 - b. False

13. Pro-forma financials often project sales occurring five years in the future.
 - a. True
 - b. False

14. A startup will likely fail if the entrepreneur ignores feedback from his or her customers.
 - a. True
 - b. False

15. Access to entrepreneurial role models can be a significant factor in determining whether or not someone will become an entrepreneur.
 - a. True
 - b. False

16. The income statement shows the standing of a company at any given point of time.
 - a. True
 - b. False

17. In a growth mindset, people believe that their most basic intelligence abilities can be developed through dedication and hard work.
 - a. False
 - b. True

18. The business plan must establish that there is an opportunity worth exploiting and must detail how to take advantage of it.
 - a. True
 - b. False

19. The vast majority of entrepreneurs start their companies with their own personal savings.
 - a. True
 - b. False

20. The S-curve is a forecasting tool designed to measure the power of competition.
 - a. True
 - b. False

21. Entrepreneurs who are overly conscious of their own weaknesses are more likely to fail.
 - a. True
 - b. False

22. The biggest enablers of entrepreneurship in Malaysia are good finance opportunities and support, accelerated government programs, strong internal market dynamics, commercial services and physical infrastructure.
 - a. False
 - b. True

23. 30 old people fall into the most entrepreneurial active age demographic.
 - a. False
 - b. True

24. Anyone who wishes to pursue an entrepreneurial venture would be wise to take at least three of the widely distributed entrepreneur-attribute tests beforehand.
 - a. False
 - b. True

25. Learning from others is more efficient than learning from one's own mistakes.
 - a. True
 - b. False

26. Entrepreneurs often enter markets and find, to their surprise, either that direct competition does not exist, or that it is complacent and slow to react.
 - a. False
 - b. True

27. An important end result of the business planning process is that it allows the entrepreneur to articulate the business opportunity to various stakeholders in the most effective manner.
 - a. False
 - b. True

28. A segment is a group of customers defined by certain commonalities or characteristics that may be demographic, psychographic, or behavioral.
- False
 - True
29. If employees own equity in the company, they usually work harder.
- True
 - False
30. Entrepreneurs possess highly specialized behavioral attributes that are distinct from those of non-entrepreneurs.
- True
 - False
31. Knowing successful entrepreneurs at work or in your personal life makes becoming one yourself seem much more achievable.
- False
 - True
32. Individuals that possess which of the following traits are most likely to launch their own businesses?
- Overly conscious of their own weaknesses.
 - An aptitude for benchmarking their competitors' strengths.
 - Can objectively evaluate their strengths and weaknesses
 - Oblivious to their own weaknesses
33. What is the short-sighted thinking behind the penetration-pricing strategy?
- Pricing below competitors will lead to higher market share.
 - Loyal customers demand the lowest price.
 - Prices should match the value of products.
 - Gross margins should be very high for a new product.
34. Considering competitor actions and reactions, which of the following would be dangerous for entrepreneurs?
- Considering when and how your technology might become obsolete.
 - Identifying future competitors that might enter the market.
 - Assuming the competitors would move to another market.
 - Assuming that competitors will be the same tomorrow as they are today.

35. You are interested to enter the education field as an entrepreneurs. What is one of the major trend in education that you can exploit?
- The low cost of setting up a university.
 - The use of ebooks in teaching and learning.
 - The use of MOOC in delivering contents.
 - The huge numbers of foreign students entering Malaysia.
36. Which of the following is true about teams?
- Teams decrease your revenue.
 - Teams decrease your contact network exponentially.
 - Teams provide constructive feedback for your ideas.
 - Teams do not provide you with moral support.
37. Which of the innovation below **NOT** by Amazon.com?
- Cloud computing storage.
 - Ebook reader.
 - Smartphone.
 - 1-click purchase.
38. What is the percentage of 18 to 64 of ages population in Malaysia who consider starting a business as a desirable career choice?
- 10%
 - 40%
 - 20%
 - 5%
39. To truly understand your customers, you **MUST** _____.
- hire the best marketing research firm available
 - listen carefully and adapt based upon what they say
 - tell them why they need your product
 - advertise in multiple media forms, like the Internet
40. Which of the following is **NOT** a goal of business planning?
- To inform competitors of your intentions.
 - To help entrepreneurs gain a deeper understanding of the opportunity.
 - To attract various stakeholders.
 - To convince stakeholders of the business potential.
41. What is the approximate number of the Internet users in Malaysia in 2016?
- 5 millions users.
 - 20 millions users.
 - 10 millions users.
 - 40 millions users.

42. Mobile games developers normally use this business model in their business model.
- Freemium
 - Long-tail
 - Double-side
 - Subscription
43. If the government withdraw their financial support for educational universities, what one feasible method for the universities to get additional funding to run the universities?
- Reduce staff by 40%.
 - Increase students' fee by 10 folds.
 - Endowment.
 - Reduce courses offered.
44. In this business model, the aim is to secure the customer on a long term contract so that they are consuming your product or service well into the future. Given that the cost of customer acquisition can be high, retaining customers is a primary goal for most businesses. This model is called _____.
- Freemium
 - Subscription Model
 - Add-on Model
 - Long-Tail Model
45. Using innovative thinking approach such as TRIZ or Design Thinking, what do you need to measure a poisonous snake without harming it?
- Measuring tape, smartphone, ruler.
 - Sleeping gas, measuring tape, smartphone.
 - Pipe cylinder, measuring tape, wood stick.
 - Camera, wood stick, measuring tape.
46. Based on GEERT HOFSTEDE cultural index, Malaysia power distance is 100. This mean _____.
- Malaysians normally like to works in groups.
 - Malaysians normally believes in hard work and meritocracy.
 - Malaysians normally believes that they have a designated place in society and they should accepted that.
 - Malaysians normally disrespect authority.
47. Which of the following is NOT a common mistake of entrepreneurs?
- Underestimating the time required to secure financing.
 - Underestimating the act of going public
 - Underestimating costs.
 - Expecting to generate revenues within too short of a timeframe.

48. What is a business model canvas?
- An interdisciplinary field about processes and systems to extract knowledge or insights from data in various forms.
 - A systematic approach to making an organization's workflow more effective, more efficient and more capable of adapting to an ever-changing environment.
 - A strategic management and lean startup template for developing new or documenting existing business models.
 - A type of artificial intelligence (AI) that provides computers with the ability to learn without being explicitly programmed.
49. Based on a study by Kaufmann Institute, what percent of entrepreneurs start businesses with their friends or family members?
- 20%
 - 10%
 - 40%
 - 5%
50. Which of the following is ***NOT*** a reason for distributing equity among employees?
- Distributing equity among employees reduces the risk of hostile takeover
 - Including some equity in the compensation package aligns the employee with the company
 - New companies often cannot pay market rates for salary and wages
 - The sense of ownership boosts morale
51. What percentage of new business ventures typically survive their first 5 years of operation?
- 10%.
 - 20%.
 - 5%.
 - 40%.
52. Which of the following personality traits best predicts entrepreneurial success?
- Expressive
 - Analytical
 - None of the traits is relevant
 - Amiable
53. What is one of the main purposes of MDeC (Malaysian Digital Economic Corporation)?
- develop herbal-based industries in Malaysia
 - develop wood-based industries in Malaysia
 - develop oil-based industries in Malaysia
 - develop technology-based industries in Malaysia

54. Based on innovation theory, what is the *boiling frog theory*?
- If a frog is put in cold water, it will die instantly.
 - If a frog is put in cold water, it will change its color.
 - If a frog is put in hot water, it will jump out instantly.
 - If a frog is put in cold water which is then brought to a boil slowly, it will be cooked to death.
55. *Positioning* describes a company's offering relative to the product attributes that are most important to whom?
- Customers.
 - Distributors.
 - Competitors.
 - Stakeholders.
56. One of the *biggest* misconceptions about an idea for a new business is that _____.
- it must be marketable
 - it must be unique
 - it must be patentable
 - it must be technology related
57. Which of the following MOST directly affects revenue, profits, and how consumers perceive a product's position in the market?
- Promotion.
 - Price.
 - Place.
 - Product.
58. Which of the following is NOT one of the **10 Ds** of Successful Entrepreneurs?
- Distributed.
 - Driven.
 - Dream.
 - Dedicated.
59. What is the best description of a *Timmon Model*?
- A model for micro lending for entrepreneurs.
 - A model to predict entrepreneurial success.
 - A model for brainstorming new business ideas.
 - A model for marketing new ideas and unique concepts.
60. Gross margin is calculated with the formula _____.
- Revenue times profit
 - Gross Profit times COGS
 - Price plus Gross Profit
 - Revenue minus COGS

61. What is the basic model used for entrepreneurial process?
- Jobs-Wozniak Model.
 - Moore-Bygrave Model.
 - Page-Brin Model.
 - Gates-Allen Model.
62. Which of the following subsections is traditionally NOT placed in the executive summary?
- Industry overview.
 - Competitive advantage.
 - Critical risks.
 - Description of opportunity.
63. The bottom line of the income statement states the company's _____.
- net income
 - gross profit margin
 - revenue less expenses
 - cost
64. According to Richard St. John, there are eight steps for success. Which of the following is NOT one of them?
- Persist.
 - Passion.
 - Focus.
 - Luck.
65. If business planning predicts that your gross margins will be 5%, you would be best advised to _____.
- redesign your concept or abandon your concept
 - focus on guerilla marketing to target a niche
 - keep your business small so that you can manage costs
 - move to another smaller market
66. How many elements are there in a business model canvas?
- 9
 - 11
 - 13
 - 7
67. By 2016, what percentage of the world's population had become Internet users?
- 40%.
 - 20%.
 - 10%.
 - 5%.

68. Define TRIZ.
- TRIZ is a process of creating new and innovative ideas and solving problems using brainstorming.
 - TRIZ is an advance method for students to absorb, processes, comprehends and retains large amount of information.
 - TRIZ is a problem-solving, analysis and forecasting tool derived from the study of patterns of invention in the global patent literature.
 - TRIZ is away of looking at problems or situations from a fresh perspective that suggests unorthodox solutions.
69. Based on one study by MOHE (Ministry of Higher Education), the percentage of students from IPT in Malaysia who enter entrepreneurship after graduation in 2015 is _____.
- 20%
 - 5%
 - 10%
 - 2.5%
70. What is one of the main concerns about "*burger bakar*" business idea as an attractive business idea?
- The products are patented by oversea companies.
 - Need a huge initial investment to start.
 - The market for the product is limited.
 - The idea can be easily copied.
71. Which of the following is true about a company's culture?
- More team members will fit your company's culture over time
 - A company's culture is relatively easy to change
 - All elements of a company's culture constantly change
 - As a company grows, it is common for the culture to evolve
72. What is the main idea proposed by Carol Dweck with respect to success traits?
- Successful people have grit and long term goal.
 - Successful people need do deliberate practice to gain mastery.
 - Successful people follow a 8-steps process to succeed.
 - Successful people have the notion of growth mindset where intelligence is not fixed.
73. The statement of cash flows starts with which of the following?
- Net Liabilities.
 - Costs.
 - Net Income.
 - Net Assets.

74. What is one of the cultural norm in entrepreneurship culture in the USA?
- Being first to the market is important.
 - Failure is acceptable.
 - Concern with what the society thinks.
 - Survive of the weakest
75. One local fashion trend we observe in local fashion currently is _____.
- large demand for clothing made in Vietnam.
 - large demand for Muslim clothes such as *tudung* and *jubah*.
 - no demand for designer clothing.
 - small demand for K-POP style clothes.
76. You are least likely to resolve an interpersonal conflict in your team by _____.
- firing one of the parties
 - explaining to the parties involved that their arguments reduce the team's efficiency
 - mediating between the parties
 - hiring an outside expert who is perceived as a neutral party
77. When an entrepreneur understands who his customers are, he can assess _____.
- the price of competing products
 - what cause the customer to buy competing products
 - how his company can sell to them
 - how his competitors retain customers
78. Which of the following is NOT one of the 9 Fs of Entrepreneurial Success?
- Frugal.
 - Focus.
 - Fun.
 - Frenetic.
79. The best way to develop a winning business plan is to _____.
- hire your professor to write the plan
 - use templates and existing software
 - have an accountant develop your financials
 - go through several iterations to refine the strategy and business model
80. Who reasoned that capitalism would be inevitably destroyed by elites?
- Steve Jobs.
 - Joseph Schumpeter.
 - Barack Obama.
 - William H. Gates.

81. *Mastery can be achieved through deliberate practice.* Who said that?
- Ricard St. John.
 - Angela Duckworth.
 - K. Anders Ericson.
 - Carol Dweck.
82. Which of the following is NOT cited as a primary reason that entrepreneurs choose to go into business for themselves?
- Innovation.
 - Fame.
 - Independence.
 - Financial success.
83. What is one main contribution of Kauffman Foundation in entrepreneurship?
- Initial funding for startups.
 - Innovative Internet software.
 - Entrepreneurship education and awareness.
 - Micro lending with low rates.
84. A study by *Inc. 500*, an entrepreneurship magazine, found that many CEOs had what quality in common?
- High risk tolerance
 - A high IQ
 - Patience
 - An ability to work well under highly stressful conditions
85. What is a *value proposition*?
- An innovation, service, or feature intended to make a company or product attractive to customers.
 - The process of dividing a broad market, normally consisting of existing and potential customers, into subsets of consumers (known as segments), that have, or are perceived to have, common needs, interests, and priorities.
 - A graphical way to represent ideas and concepts.
 - A particular group of consumers at which a product or service is aimed.
86. What type of an opportunity should a business idea take advantages of?
- Realistic.
 - Attractive.
 - Use advance technology.
 - Unique.

87. Which of the following technology companies has the highest market capitalization in 2016?
- Apple.
 - Google.
 - Microsoft.
 - Yahoo.
88. Based on Geert Hofstede Cultural Index, Malaysia individualism is measured at 29. This mean Malaysia is a _____.
- feudal society
 - pragmatic society
 - neutral society
 - collective society
89. The graphical depiction that highlights the diffusion of product acceptance over time is called _____.
- product-time curve
 - diffusion-matrix curve
 - time-acceptance curve
 - s-curve
90. One of the most pressing challenges for entrepreneurs is to maintain adequate levels of cash. Which of the following is the best way to ensure that a lack of cash does not bankrupt your startup?
- Raise initial capital.
 - Give your customers, both businesses and individuals, generous credit terms.
 - Carefully monitor your burn rate.
 - Avoid accepting too much early capital in exchange for diluting your equity.

"GOOD LUCK"