

SECTION A

ESSAY (100 MARKS)

INSTRUCTION:

This section consists of **SIX (6)** essay questions. Answer **FOUR (4)** questions only.

QUESTION 1

- (a) Define entrepreneur and entrepreneurship. (5 marks)
- (b) The success of entrepreneur venture depends on several aspects which are attitudes, skills and knowledge. State **FOUR (4)** attitude aspects, **FOUR(4)** skills aspects and **TWO (2)** knowledge aspects that can be shown in the entrepreneurship area. (5 marks)
- (c) The successful entrepreneur should possess the entrepreneurial competencies in performing their business activities. Please explain with appropriate example **FIVE (5)** entrepreneurial competencies. (15 marks)

**POLITEKNIK**  
Jabatan Pengajian Politeknik

EXAMINATION AND EVALUATION DIVISION  
DEPARTMENT OF POLYTECHNIC EDUCATION  
(MINISTRY OF HIGHER EDUCATION)

COMMERCERCE DEPARTMENT

FINAL EXAMINATION  
JUNE 2012 SESSION

**P3117 : ENTREPRENEURSHIP**

**DATE : 19 NOVEMBER 2012 (MONDAY)**  
**DURATION : 2 HOURS (2.30 PM – 4.30 PM)**

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This paper consists of **FIVE (5)** pages including the front page.  
Section A: Essay (6 questions – answer 4)

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**BY THE CHIEF INVIGILATOR**

## QUESTION 4

- (a) What is the meaning of 'Business Plan'?
- ( 4 marks)
- (b) Business Plan is a vital document to the stakeholders in engaging a business with entrepreneurs. State the reasons why this document is vital to the stakeholders below:
- i) Suppliers
  - ii) Customers
  - iii) Bankers
- ( 9 marks)
- (c) Marsya Boutique intends to prepare a business plan in order to obtain financial help for expanding her business. As a business consultant for Marsya Boutique, you are required to advise about the information that should be included in the Marketing and Organizational Plan. Explain **TWO (2)** information required for the respective plan.
- (12 marks)

## QUESTION 5

- (a) In Malaysia, there are four popular types of business ownerships for the entrepreneur and each has their respective advantages. Describe **THREE (3)** characteristics of sole proprietorship and partnership owned together with appropriate examples.
- (20 marks)
- (b) Referring to the above questions, list **FIVE (5)** disadvantages of the partnership.
- (5 marks)

## QUESTION 2

- (a) State the **FIVE ( 5 )** principles of business ethics that must be followed by entrepreneurs.
- (5 marks)
- (b) Explain the social responsibilities in entrepreneurship towards customers and staff.
- (10 marks)
- (c) Entrepreneurs with the latest Information and Communication Technology (ICT) skills will give them the competitive edge in the business world. How can ICT help entrepreneurs to develop better business culture and profit to its organization?
- (10 marks)

## QUESTION 3

- (a) Business ideas can be obtained from primary and secondary sources. Explain the **TWO (2)** sources of business ideas.
- (5 marks)
- (b) Explain **FIVE (5)** factors in identifying and choosing a business opportunity.
- (20 marks)

**QUESTION 6**

Sumaiyyaa has just completed her Degree in Business Management at Universiti Utara Malaysia. She is very keen to embark on a business endeavor since it is difficult to secure a job. She seeks the information of business support services provided by government agencies.

Based on the above statement, you are required to assist Sumaiyyaa in discussing **FIVE (5)** types of assistance and support services that are available for entrepreneur.

(25 marks)