



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : ENTREPRENEURSHIP
COURSE CODE : ETR3013
EXAMINATION : JUNE 2024
DURATION : 3 HOURS

**INSTRUCTION TO CANDIDATES /
ARAHAN KEPADA CALON**

1. This examination paper consists of **TWO (2)** part : /
Kertas soalan ini mengandungi DUA (2) bahagian:

PART A (40 Marks) /
BAHAGIAN A (40 Markah)

PART B (60 Marks) /
BAHAGIAN B (60 Markah)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator. /
Calon tidak dibenarkan untuk membawa sebarang bahan/nota ke bilik peperiksaan tanpa arahan/kebenaran daripada pengawas.
3. Please check to make sure that this examination pack consists of: /
Pastikan kertas soalan peperiksaan ini mengandungi:
 - i. Question Paper /
Kertas Soalan
 - ii. Answering Booklet /
Buku Jawapan
 - iii. Objective Answer Paper /
Kertas Jawapan Objektif

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JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERITAHU**

This examination paper consists of 14 printed pages including front page
Kertas soalan ini mengandungi 14 muka surat termasuk kulit hadapan

PART A

This part contains **TWENTY (20)** questions.

Answer ALL in Objective Answer Paper.

BAHAGIAN A

*Bahagian ini mempunyai **DUA PULUH (20)** soalan.*

Jawab di dalam Kertas Jawapan Objektif.

1. What is an entrepreneurship?
- A A person who does buying and selling activities.
 - B A business person who is only cares about profit.
 - C A person who is active only for the existing market.
 - D A person with new ideas and innovation in business.

Apakah maksud keusahawanan?

- A *Seorang yang menjalankan aktiviti pembelian dan jualan.*
- B *Seorang yang hanya fikirkan keuntungan.*
- C *Seorang yang aktif hanya untuk pasaran sedia ada.*
- D *Seorang yang mempunyai idea dan inovasi yang baharu dalam perniagaan.*

2. Belows are the competencies of a successful entrepreneur, **except**
- A high self esteem, risk taker, and creative.
 - B high self esteem, optimistic and creative.
 - C high self esteem, creative and demotivate.
 - D high self esteem, leadership and optimistic.

*Di bawah merupakan kompetensi seorang usahawan berjaya, **kecuali***

- A *berkeyakinan tinggi, berani mengambil risiko dan kreatif.*
- B *berkeyakinan tinggi, optimistik dan kreatif.*
- C *berkeyakinan tinggi, kreatif dan optimistik.*
- D *berkeyakinan tinggi, kepimpinan dan hilang motivasi.*

3. Which statements refer to the characteristics of innovation?
- A Hani buys groceries at the supermarket.
 - B Hakim buys agricultural products and resells it.
 - C Aleesya is using old products and refurbishing it to new one.
 - D Ariq buys clothing at a low price and sells them at a high price.

Pernyataan manakah merujuk kepada ciri-ciri inovasi?

- A Hani membeli barangan runcit di pasar raya.*
- B Hakim membeli hasil pertanian dan menjualnya semula.*
- C Aleesya menggunakan barang lama dan mengubah suai menjadi barangan baru.*
- D Ariq membeli pakaian pada harga yang rendah dan menjual semula dengan harga yang tinggi.*

4. Chef Ammar is inventing a new recipe in his restaurant. What is the characteristic of an entrepreneur that he has?
- A Creative.
 - B Innovative.
 - C Continuous effort.
 - D Willing to take risk.

Chef Ammar telah menghasilkan resipi baharu di restorannya. Apakah ciri usahawan yang dimiliki oleh beliau?

- A Kreatif.*
- B Inovatif.*
- C Daya usaha berterusan.*
- D Sanggup menghadapi risiko.*

5. Which of the following statements indicates the main difference between a business person and an entrepreneur?
- A A businessman aims for profit but an entrepreneur prefers to gain experience.
 - B An entrepreneur gives priority to quantity, but a businessman gives priority to quality.
 - C A businessman is involved in trading activity but an entrepreneur is involved in production.
 - D An entrepreneur always has new ideas and tries to expand his business, but a businessman sells existing products.

Antara pernyataan berikut, yang manakah menunjukkan perbezaan utama antara seorang ahli perniagaan dan seorang usahawan?

- A *Seorang ahli perniagaan bertujuan mencari keuntungan tetapi seorang usahawan lebih suka menimba pengalaman.*
- B *Usahawan mengutamakan kuantiti, tetapi ahli perniagaan mengutamakan kualiti.*
- C *Seorang ahli perniagaan terlibat dalam aktiviti perdagangan tetapi seorang usahawan terlibat dalam pengeluaran.*
- D *Seorang usahawan sentiasa mempunyai idea baharu dan cuba mengembangkan perniagaannya, tetapi seorang ahli perniagaan menjual produk sedia ada.*

6. Choose the **correct** statement on type of business and its advantages

	Business	Advantages
A	Franchise.	Well established and has its own customers in market.
B	New Business.	Well established and has its own customers in market.
C	Family Business.	Hard to manage and confused in decision making.
D	Buying Existing Business.	Hard to manage and confused in decision making.

Pilih pernyataan yang **betul** mengenai jenis perniagaan dan kelebihanannya.

	<i>Peniaga</i>	<i>Usahawan</i>
A	<i>Francais.</i>	<i>Perniagaan yang telah kukuh dan mempunyai pelanggan tersendiri dalam pasaran.</i>
B	<i>Perniagaan Baru.</i>	<i>Perniagaan yang telah kukuh dan mempunyai pelanggan tersendiri dalam pasaran.</i>
C	<i>Perniagaan keluarga.</i>	<i>Sukar diuruskan dan keliru dalam pembuatan keputusan.</i>
D	<i>Membeli Perniagaan Sedia Ada.</i>	<i>Sukar diuruskan dan keliru dalam pembuatan keputusan.</i>

7. KFC is a famous fast food range in Malaysia. They faced a problem when their product lines was copied by new comers in the market. What is the situation that KFC faced?
- A** New marketing strategy.
 - B** Bad business reputation.
 - C** Good customers relationship.
 - D** Competition through imitation of product concepts.

KFC merupakan rangkaian makan segera yang terkenal di Malaysia. Mereka menghadapi masalah apabila produk mereka ditiru oleh peniaga baru dalam pasaran. Apakah situasi yang dialami oleh KFC?

- A Strategi pasaran baru.*
- B Reputasi perniagaan yang buruk.*
- C Hubungan baik pelanggan.*
- D Persaingan melalui peniruan konsep produk.*

8. "MENYALA" is a new candle manufacturer in Shah Alam. They faced with various questions such as who might be their customers and how many customers are there. What are the critical factors that MENYALA needs to take into consideration?

- A Buyer decision in business.
- B Basic feasibility of the business.
- C Business competitive advantage.
- D Production of products and services.

"MENYALA" merupakan pengeluar lilin yang baharu di Shah Alam. Mereka berhadapan dengan persoalan seperti siapakah yang mungkin menjadi pelanggannya dan berapa ramaiakah pelanggan yang ada. Apakah faktor kritikal yang perlu diambil kira oleh MENYALA?

- A Keputusan pembeli dalam perniagaan.*
- B Kebolehlaksanaan asas perniagaan.*
- C Kelebihan daya saing perniagaan.*
- D Pengeluaran produk dan perkhidmatan.*

9. Mr. Lee and his brother Mr. Lim are very happy to build up their own company. What is the type of venture they have?

- A Franchise.
- B Partnership.
- C Existing business.
- D Sole Proprietorship.

Encik Lee dan adiknya Encik Lim sangat teruja untuk menubuhkan syarikat pertama mereka. Apakah jenis perniagaan yang akan mereka tubuhkan?

- A Francais.*
- B Perkongsian.*
- C Perniagaan sediada.*
- D Perniagaan persendirian.*

- | |
|---|
| <ul style="list-style-type: none">• Owned by one person• Profit fully to the owner |
|---|

Statement 1

10. Statement 1 above shows a form of business ownership. Which of the following is a type of business ownership?

- A Partnership.**
- B Limited Company.**
- C Public Corporation.**
- D Sole proprietorships.**

Pernyataan 1 di atas menunjukkan satu bentuk pemilikan perniagaan. Antara berikut, yang manakah merupakan jenis pemilikan perniagaan tersebut?

- A Perkongsian.*
- B Syarikat Sdn. Bhd.*
- C Koperasi.*
- D Milikan Tunggal.*

11. Mr. Muthusamy is the owner of Muthu Mini Market in Kulai. This means Mr. Muthusamy
- A has to pay personal income tax.
 - B has the ability to transfer ownership.
 - C can share the profits earned by the firm.
 - D has a liability limited to the amount of cash or property he had invested in the firm.

Encik Muthusamy ialah pemilik Pasar Mini Muthu di Kulai. Hal ini bermakna Encik Muthusamy

- A perlu membayar cukai pendapatan peribadi.*
- B mempunyai keupayaan untuk memindahkan pemilikan.*
- C boleh berkongsi keuntungan yang diperolehi oleh firma.*
- D mempunyai liabiliti terhadap kepada jumlah wang tunai atau harta yang telah dilaburkannya dalam firma itu.*

12. Maria and Hani has an idea for a new business. They want to contribute their money and skills together in the business. These suggest that they would prefer setting up a
- A partnership.
 - B sole proprietorship.
 - C public corporation.
 - D limited liability company.

Maria dan Hani mempunyai idea untuk perniagaan baharu. Mereka mahu menyumbang wang dan kemahiran mereka bersama-sama dalam perniagaan itu. Matlamat ini mencadangkan bahawa mereka lebih sesuai menubuhkan _____.

- A Perkongsian*
- B Milikan Tunggal*
- C Awam berhad*
- D Syarikat Liabiliti Terhad*

13. Qistina wants to start a business. She wants a business that has standardized quality of goods and services and must have strong brand name appeal. What type of business is suitable for her?

- A Franchise.
- B New business.
- C Strategic alliance.
- D Buy an existing business.

Qistina ingin memulakan perniagaan makanan segera. Dia mahu perniagaan itu mempunyai kualiti barangan dan perkhidmatan yang standard dan mesti mempunyai daya tarikan nama jenama yang kukuh. Apakah jenis perniagaan yang sesuai untuknya?

- A Francais.*
- B Perniagaan baharu.*
- C Perikatan strategik.*
- D Membeli perniagaan sedia ada.*

14. What is the benefit of having good networking?

- A Good in data manipulation.
- B Expanding business opportunity.
- C Always comes late to the meeting.
- D Has a good communication and high motivation.

Apakah kebaikan memiliki rangkaian yang baik?

- A Bijak dalam memanipulasikan data.*
- B Meluaskan peluang perniagaan.*
- C Sentiasa hadir lewat ke mesyuarat syarikat.*
- D Memiliki komunikasi yang baik dan motivasi tinggi.*

15. The followings are strategy of networking, **except**

- A Get feedback from customers.
- B Avoid customers with complaint.
- C Focus on quality instead of quantity.
- D Create loyalty programs for existing customers.

Berikut merupakan strategi rangkaian, kecuali

- A Dapatkan maklumbalas dari pelanggan.
- B Elak pelanggan dengan aduan.
- C Fokus pada kualiti berbanding kuantiti.
- D Bina program setia pelanggan bersama pelanggan sedia ada.

16. Marissa has started a new business in selling cookies. In order to gain more customers and profit, what types of networking she can try?

- A Direct selling networking.
- B Booth selling networking.
- C Online business networking.
- D Homebased selling networking.

Marissa telah memulakan perniagaan penjualan biskuti. Untuk mendapatkan lebih ramai pelanggan dan keuntungan, apakah jenis rangkaian yang boleh digunakan?

- A Jualan terus rangkaian.
- B Booth jualan rangkaian.
- C Dalam talian jualan rangkaian.
- D Dari rumah jualan rangkaian.

17. Danish wants to expand his business to the international market. He plans to export his product to Thailand. Danish is planning to

- A have more profit.
- B have new branch.
- C have global business.
- D have more customers.

Danish ingin mengembangkan perniagaannya ke pasaran antarabangsa. Dia merancang untuk mengeksport produknya ke Thailand. Danish sedang merancang untuk _____.

- A ada lebih keuntungan.
- B ada penambahan cawangan.
- C ada perniagaan global.
- D ada lebih pelanggan.

18. Why is product packaging is important?

- A Improve sales of the product.
- B Improve image and reputation.
- C Improve the business strategy.
- D Improve feedback from customer.

Mengapakah pembungkusan sesuatu produk itu penting?

- A Menambah baik jualan produk.
- B Menambah baik image dan reputasi.
- C Menambah baik strategi perniagaan.
- D Menambah baik maklum balas pelanggan.

19. Why some business do not reach their customers in the market?

- A Lack of capital.
- B Lack of business ideas.
- C Lack of marketing strategy.
- D Lack of business experience.

Mengapakah ada beberapa perniagaan tidak mencapai sasaran pelanggan mereka dalam pasaran?

- A *Kekurangan modal.*
- B *Kekurangan idea perniagaan.*
- C *Kekurangan strategi pemasaran.*
- D *Kekurangan pengalaman perniagaan.*

20. Dutch Lady has changed the milk packaging to a new look and add new flavours.

What is the strategy the company used?

- A Product strategy.
- B Customer strategy.
- C Operation strategy.
- D Promotion strategy.

Dutch Lady telah melakukan perubahan pada pembungkusan susu kepada wajah baharu dan menambah perisa baharu. Apakah strategi yang digunakan syarikat?

- A *Strategi produk.*
- B *Strategi pelanggan.*
- C *Strategi operasi.*
- D *Strategi pemasaran*

[40 MARKS/MARKAH]

PART B

This part contains of **THREE (3)** questions.

Answer ALL in the Answering Booklet.

BAHAGIAN B

Bahagian ini mempunyai TIGA (3) soalan.

Jawab SEMUA soalan di dalam Kertas Jawapan.

QUESTION 1

Mr. Qash has decided to have his own franchise outlet. He prepared all the documentation and budget needed for the franchise business requirement. In your opinion:

- a) Define franchise business system and give **two (2)** franchise business examples. **(4 marks)**
- b) Explain **four (4)** advantages and **four (4)** disadvantages of having a franchise business to Franchisee. **(16 marks)**

Mr. Qash telah membuat keputusan untuk memiliki cawangan francais sendiri. Dia telah pun menyediakan segala dokumentasi dan kewangan yang diperlukan. Pada pandangan anda:

- a) *Definisi sistem perniagaan francais dengan contoh perniagaan yang relevan.* **(4 markah)**
- b) *Terangkan empat (4) kelebihan dan empat (4) kekurangan memiliki perniagaan franchise kepada Francaisi.* **(16 markah)**

QUESTION 2

Encik Shah is dilemma either to start a sole proprietorship or partnership business. With your knowledge please help Encik Shah to:

- a) Lists out **five (5)** benefits of partnership business. **(5 marks)**
- b) Discuss **five (5)** disadvantages of sole proprietorship. **(15 marks)**

Encik Shah sedang dilema sama ada untuk memulakan perniagaan sebagai milikan tunggal atau perkongsian. Dengan pengetahuan anda, tolong bantu Encik Shah untuk:

- a) *Senaraikan **lima (5)** kebaikan perniagaan perkongsian. (5 markah)*
- b) *Bincangkan **lima (5)** keburukan memiliki perniagaan milikan tunggal. (15 markah)*

QUESTION 3

Astro is one of the successful digital business today. Astro is a platform that helps their audience to watch all kinds of channels. As a business analyst:

- a) Explains any **four (4)** strategies networking of Astro to sustain their business in market. (8 marks)
- b) Discuss **four (4)** importance of business networking in nowadays. (12 marks)

Astro merupakan salah satu perniagaan digital yang berjaya pada hari ini. Astro merupakan saluran yang membantu para penonton untuk mendapatkan pelbagai jenis siaran. Sebagai perunding perniagaan:

- a) *Terangkan mana-mana **four (4)** strategi perhubungan yang digunakan oleh Astro untuk kekal dalam pasaran. (8 markah)*
- b) *Bincangkan **empat (4)** kepentingan ragakaian pada hari ini. (12 markah)*

[60 MARKS/MARKAH]

[100 MARKS/MARKAH]

END OF QUESTION PAPER

KERTAS SOALAN TAMAT

