



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Sekolah Pendidikan Profesional dan
Pendidikan Berterusan
(UTMSPACE)

3

**FINAL EXAMINATION / PEPERIKSAAN AKHIR
SEMESTER 1 – SESSION 2016 / 2017
PROGRAM KERJASAMA**

COURSE CODE : DDPG 2273
KOD KURSUS

COURSE NAME : BUSINESS AND TECHNOLOGY /
NAMA KURSUS : TEKNOLOGI DAN PERNIAGAAN

YEAR / PROGRAMME : 2 / DDPG
TAHUN / PROGRAM

DURATION : 2 HOURS 30 MINUTES / 2 JAM 30 MINIT
TEMPOH

DATE : OCTOBER 2016
TARIKH

INSTRUCTION/ARAHAN :

Answer **SIX (6)** question only.
Jawab **ENAM (6)** soalan sahaja.

(You are required to write your name and your lecturer's name on your answer script)
(Pelajar dikehendaki tuliskan nama dan nama pensyarah pada skrip jawapan)

NAME / NAMA	:
I.C NO. / NO. K/PENGENALAN	:
YEAR / COURSE TAHUN / KURSUS	:
COLLEGE NAME NAMA KOLEJ	:
LECTURER'S NAME NAMA PENSYARAH	:

This examination paper consists of ...4... pages including the cover
Kertas soalan ini mengandungi4..... muka surat termasuk kulit hadapan

INSTRUCTION : Answers ONLY six (6) questions.

(60 MARKS/ MARKAH)

ARAHAN : [Jawab HANYA enam (6) soalan.]

Q1. What are the advantages and disadvantages of having a heterogeneous new product development team?

[Apakah kelebihan dan kekurangan mempunyai pasukan heterogenus di dalam membangunkan produk baru.]

(10 M)

Q2. What is Quality Function Deployment (QFD)? What are its advantages?

[Apakah "Quality Function Deployment" (QFD)? Apakah kelebihannya?]

(10 M)

Q3. What are some of the advantages and disadvantages of large firms in terms of R&D?

[Apakah beberapa kelebihan dan kekurangan penggunaan R&D kepada firma besar?]

(10 M)

Q4. What is a copyright? Discuss the provisions of the section 106 of the 1976 Copyright Act.

[Apakah maksud hakcipta? Bincangkan peruntukan dalam seksyen 106 berkenaan Akta Hakcipta 1976.]

(10 M)

Q5. How can firms evaluate potential partners?

[Bagaimanakah firma boleh menilai rakan kongsi yang berpotensi?]

(10 M)

Q6. Why do technology start-ups face a much higher cost of capital than larger competitors? Discuss the sources from which new technology start-ups can obtain external financing.

[Mengapakah permulaan bagi sesuatu perniagaan berasaskan teknologi memerlukan kos modal yang tinggi daripada pesaing-pesaing. Bincangkan tentang sumber-sumber keewangan untuk permulaan teknologi baru diperolehi]

(10 M)

Q7 . Explain the advantages and disadvantages of rewarding and promoting development of the core competency.

[*Huraikan kelebihan dan kekurangan menganugerah dan mempromosi pembaharuan kecekapan teras.*] (10 M)

Q 8. What are the some of the negative and positive impacts on society due to technological innovation.

[*Apakah beberapa kesan negatif dan positif terhadap masyarakat ekoran dari inovasi teknologi*] (10 M)

- Ends of Question/ Soalan Tamat-