
UNIVERSITI SAINS MALAYSIA

First Semester Examination
2011/2012 Academic Session

January 2012

CIT571 – Technopreneurship and Business Development
[Pembangunan Tekno-Keusahawanan dan Perniagaan]

Duration : 2 hours
[Masa : 2 jam]

INSTRUCTIONS TO CANDIDATE:

[ARAHAN KEPADA CALON:]

- Please ensure that this examination paper contains **THREE** questions in **SIX** printed pages before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **TIGA** soalan di dalam **ENAM** muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]*

- Answer **ALL** questions.

*[Jawab **SEMUA** soalan.]*

- You may answer the questions either in English or in Bahasa Malaysia.

[Anda dibenarkan menjawab soalan sama ada dalam bahasa Inggeris atau bahasa Malaysia.]

- In the event of any discrepancies, the English version shall be used.

[Sekiranya terdapat sebarang percanggahan pada soalan peperiksaan, versi bahasa Inggeris hendaklah diguna pakai.]

1. (a) What is a technopreneur? Does the late Steve Jobs fits that description? Compare the typical profile of an entrepreneur to that of Steve Jobs. Does he fits all of them? Discuss briefly.

Apa itu teknousahawan? Adakah mendiang Steve Jobs sesuai dengan deskripsi tersebut? Bandingkan profail tipikal seorang usahawan dengan profail beliau. Adakah beliau menepati semuanya? Bincangkan dengan ringkas.

(40/100)

- (b) Assume you own an online shoe store. Discuss the **three (3)** different types of competition you might face and give an example of each.

*Andaikan anda memiliki sebuah kedai kasut dalam-talian. Bincangkan **tiga (3)** jenis persaingan yang mungkin anda hadapi dan beri contoh untuk setiap satunya.*

(30/100)

- (c) One of the most important activities for technopreneurs is identifying their customers. A list of five basic types of consumers (as in (i)) and a list of descriptions of these types (as in (ii)) are as follows. **Note:** Write your answers in the answer booklet.

*Salah satu aktiviti penting bagi teknousahawan ialah mengenal pasti pelanggan. Senarai lima jenis asas pengguna (seperti di (i)) dan senarai perihai jenis-jenis tersebut (seperti di (ii)) diberi di bawah. **Nota:** Tulis jawapan anda di dalam buku jawapan.*

- (i) Identify the order in which consumers adopt a new goods by ranking the the list below from **1** (first adopters) to **5** (last adopters).

*Kenal pasti urutan pengguna mengambil-guna barangan baru dengan memberi kedudukan senarai di bawah dari **1** (pengguna pertama) kepada **5** (pengguna terakhir).*

- A. _____ Early adopters
Pengguna awal
- B. _____ Early majority
Majoriti awal
- C. _____ Laggards
Ketinggalan
- D. _____ Innovators
Inovator
- E. _____ Late majority
Majoriti lewat

- (ii) Then match the descriptions below with the types of consumers by placing a **1** next to those that describe first adopters, on down to a **5** next to those that describe final adopters.

Kemudian pasangkan perihalan di bawah dengan jenis pengguna dengan meletakkan 1 di sebelah yang menerangkan pengguna pertama, hingga kepada 5 disebelah yang menerangkan pengguna terakhir.

- A. _____ High-income people who have inherited their wealth.
Mereka yang berpendapatan-tinggi yang telah mewarisi kekayaan.
- B. _____ Future oriented.
Berorientasikan masa depan.
- C. _____ Below-average-income wage earners.
Pemakan gaji berpendapatan-bawah-purata.
- D. _____ Present (security) oriented.
Berorientasikan masa kini (keselamatan).
- E. _____ High-income people who have incomes from salary and investment.
Mereka yang berpendapatan tinggi yang memperolehi gaji dan pelaburan.
- F. _____ Highest professions, including merchants and financiers.
Profesion tertinggi, termasuk peniaga dan pembiaya.
- G. _____ Present oriented.
Berorientasikan masa kini.
- H. _____ Average-income wage earners.
Pemakan gaji berpendapatan-purata.
- I. _____ Middle managers and owners of medium-sized businesses.
Pengurus pertengahan dan pemilik perniagaan saiz-sederhana.
- J. _____ Above-average-income wage earners.
Pemakan gaji berpendapatan melebihi-purata.
- K. _____ Present oriented, but worried about the impact of time.
Berorientasikan masa kini, tetapi bimbang tentang kesan masa.
- L. _____ Unskilled labour.
Buruh tanpa kemahiran.

- M. _____ Skilled labour.
Buruh berkemahiran.
- N. _____ Owners of small businesses; non-managerial office and union managers.
Pemilik perniagaan kecil; pengurus pejabat bukan-pengurusan dan kesatuan.
- O. _____ Tradition-oriented people who often live in the past.
Mereka yang berorientasikan-tradisi yang sering "hidup" di masa lampau.

(30/100)

2. (a) Dato' K believes technopreneurs need to stress on the importance of ethics in their organizations. However, in his own company he is unsure of where to begin because the entire area is unclear to him. What would you suggest to him? What should he do? Be as practical as you can in your suggestion.

Dato' K percaya bahawa teknosahawan perlu menekankan kepentingan etika di dalam organisasi. Walau bagaimanapun, di dalam syarikatnya sendiri beliau tidak pasti di mana untuk memulakannya kerana bidang tersebut tidak jelas bagi beliau. Apakah cadangan anda kepadanya? Apakah yang patut dilakukan beliau? Sila beri cadangan yang sepraktikal mungkin.

(35/100)

- (b) In your own words, what is a patent? Of what value is a patent to a technopreneur? What benefits does it provide?

Dalam perkataan anda sendiri, apakah paten? Apakah nilai paten kepada teknosahawan? Apakah faedah yang disediakan olehnya?

(30/100)

- (c) Some technopreneurs do not like to seek new-venture financing because they feel that venture capitalists are greedy. In your opinion, is this true? Do these capitalists want too much?

Sesetengah teknosahawan tidak suka untuk mendapatkan pembiayaan perniagaan baru kerana mereka merasai kapitalis usahaniaga tamak. Pada pendapat anda, adakah ini betul? Adakah kapitalis-kapitalis tersebut hendakkan pulangan terlalu banyak?

(35/100)

3. (a) The following list of advantages and disadvantages is associated with sole proprietorships, partnerships, and companies. Place an **S** next to those that relate to sole proprietorships, a **P** next to those that relate to partnerships, and a **C** next to those that relate to corporations. If the advantage or disadvantage applies to more than one type of organizational form, write all the relevant answers down. **Note:** Write your answers in the answer booklet.

Senarai kelebihan dan kelemahan di bawah adalah berkaitan dengan keempunyaan tunggal, perkongsian dan syarikat. Letakkan S di sebelah kenyataan yang berkaitan dengan keempunyaan tunggal, P di sebelah kenyataan yang berkaitan dengan perkongsian dan C di sebelah kenyataan yang berkaitan dengan syarikat. Sekiranya kelebihan dan kelemahan tersebut berkait guna dengan lebih dari sejenis organisasi, tulis semua jawapan yang berkenaan. Nota: Tulis jawapan anda di dalam buku jawapan.

| Advantages <i>Kelebihan</i> | Disadvantages <i>Kelemahan</i> |
|---|---|
| (i) Limited liability _____ <i>Liabiliti terhad</i> | (i) Unlimited liability _____ <i>Liabiliti tanpa had</i> |
| (ii) Sole ownership of profits _____ <i>Pemilikan tunggal untung</i> | (ii) Governmental regulation _____ <i>Peraturan kerajaan</i> |
| (iii) Unlimited life _____ <i>Kewujudan tanpa had</i> | (iii) Lack of continuity _____ <i>Kekurangan kesinambungan</i> |
| (iv) Ease of formation _____ <i>Kemudahan pembentukan</i> | (iv) Double taxation _____ <i>Cukai berganda</i> |
| (v) Flexibility _____ <i>Fleksibiliti</i> | (v) Difficulty obtaining large sums of capital _____ <i>Kesukaran mendapatkan jumlah modal yang besar</i> |
| (vi) Transferability of ownership _____ <i>Boleh pindah milik</i> | (vi) Organizing various expenses _____ <i>Pengaturan pelbagai perbelanjaan</i> |
| (vii) Relative freedom from governmental control _____ <i>Agak bebas dari kawalan kerajaan</i> | (vii) Relatively limited viewpoint and experience _____ <i>Sudut pandangan dan pengalaman yang agak terhad</i> |
| (viii) Increased ability and expertise _____ <i>Peningkatan keupayaan dan kepakaran</i> | (viii) Activity restrictions _____ <i>Sekatan-sekatan aktiviti</i> |

(30/100)

- (b) What advantages does "going global" offer to a small techno-business? What are the risks?

Apakah kelebihan-kelebihan yang ditawarkan oleh pengglobalan kepada perniagaan-teknologi kecil? Apakah risiko-risikonya?

(35/100)

- (c) Butch and Sundance have worked for their father's company for 15 years. Their father, who is president and now wants to retire, wants his sons to take over the company. Butch and Sundance have never agreed on anything. Should their father try another succession plan? What would you suggest? Briefly explain your suggestion.

Butch dan Sundance telah berkerja untuk syarikat bapa mereka selama 15 tahun. Bapa mereka, presiden syarikat dan ingin bersara, mahukan anak-anaknya mengambil-alih syarikat tersebut. Butch and Sundance tidak pernah bersetuju tentang apa-apa pun. Patutkah bapa mereka mencuba rancangan penggantian lain? Apa yang akan anda cadangkan? Terangkan secara ringkas cadangan anda.

(35/100)