



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE	RENT4714
DATE/DAY	20 JUNE 2024 / THURSDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 5 Printed Pages including front page)

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [50 MARKS]

SECTION A

(10 Marks)

There are TEN (10) questions in this section. Answer ALL questions in the OMR Sheet.

1. What is a significant trend in technology entrepreneurship today?
 - A. Reliance on outdated technology systems
 - B. Emphasis on centralized decision-making processes
 - C. Integration of Artificial Intelligence and Machine Learning
 - D. Avoidance of digital transformation initiatives

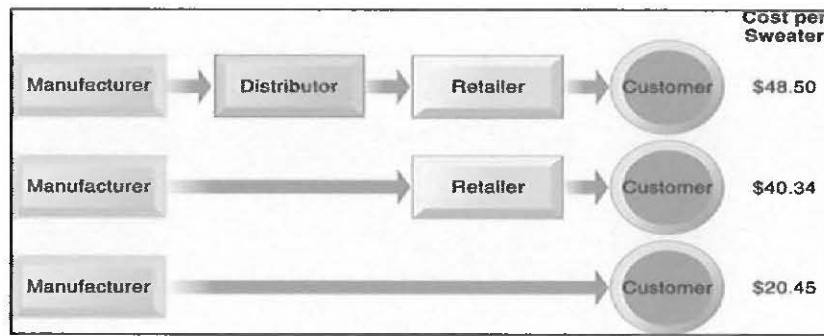
2. What is a common challenge faced by technology entrepreneurs?
 - A. Excessive government regulation promoting innovation
 - B. Lack of access to funding and capital investment
 - C. Overabundance of skilled workforce and talent pool
 - D. Stable market conditions minimizing the need for adaptability

3. Which represents a key opportunity for technology entrepreneurs?
 - A. Ignoring data analytics and relying solely on intuition
 - B. Expanding into emerging markets with limited technological infrastructure
 - C. Focusing solely on established markets with saturated competition
 - D. Minimizing customer engagement to reduce costs

4. E-commerce: Use of the _____ and _____ to transact business online.
 - A. Internet, social media
 - B. Internet, network
 - C. Internet, web
 - D. Network, internet

5. The acronym of DBMS is _____.
 - A. Database manufacturing system.
 - B. Database management system.
 - C. Database malfunction system.
 - D. None of the answer.

6. What is the role of information systems in business today?
- A. Financing business.
 - B. Transforming business.
 - C. Problems to technology.
 - D. None of the above.
7. What are the problems of managing data resources in a traditional file environment?
- I. Data redundancy.
 - II. Data inconsistency.
 - III. Program-data dependence.
 - IV. Data integration.
 - V. Lack of flexibility.
- A. I, II, III, and V.
 - B. II, III, IV, and V.
 - C. I, III, IV, and V.
 - D. None of the answer.
8. Managers are able to improve _____ assisted with technologies.
- A. conveying speech
 - B. monthly closing
 - C. decision making
 - D. conveying knowledge
9. Identify **FIVE (5)** pillars of technology entrepreneurship.
- I. Value creation.
 - II. Respect the market.
 - III. Honor contracts and promises.
 - IV. Be resourceful and optimistic.
 - V. Terms and conditions.
 - VI. Resilience and rebound from failure.
 - VII. Ethical and social.
- A. I, II, III, IV and VI.
 - B. II, III, IV, V and VI.
 - C. I, III, IV, V and VI.
 - D. None of the answer.



(Figure 1)

10. The figure above shows benefits of _____ to the customer.

- A. costing.
- B. process flow.
- C. reducing channels.
- D. None of the answer.

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SECTION B

(40 Marks)

There are **TWO (2)** questions in this section. Answer **ALL** questions in the answer booklet.

Question 1

Numerous techno-entrepreneurial tools or enterprise applications have gained widespread adoption, particularly following the conclusion of the pandemic in Malaysia several years prior. Discuss **FIVE (5)** challenges and **FIVE (5)** opportunities associating with enterprise applications. (20 marks)

Question 2

The virtues of technology entrepreneurship encompass a range of qualities and attributes that are essential for success in the dynamic and competitive world of tech startups. Explain **FIVE (5)** pillars of technology entrepreneurship. (20 marks)

*** END OF QUESTION PAPER ***
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