

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BTE 3703
COURSE	: SMALL BUSINESS MANAGEMENT
SEMESTER/SESSION	: 2-2024/2025
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Explain **TWO (2)** risks of be a small business owner. (4 marks)
- b) Describe **THREE (3)** criteria for defining smallness in business. (12 marks)
- c) Define SME in Malaysia context. (6 marks)

QUESTION 2

The technology industry has experienced significant growth in recent years, driven by rapid advancements in innovation, increasing digital transformation, and an ever-growing demand for cutting-edge solutions. Starting a technology business allows you to tap into this thriving market and offer products and services that cater to the needs and desires of consumers and businesses looking for efficient, reliable, and innovative technology solutions.

Alynn, a business management graduate, is interested in opening a new venture in the technology sector. She chooses to supply state-of-the-art technology products and services to the market.

- a) Examine **TWO (2)** competitors of Alynn e-commerce and their strength. (4 marks)
- b) Alynn is concerned that her decision may not be the best choice. As a business consultant, analyze **FIVE (5)** rewarding aspects of becoming a business owner. (10 marks)
- c) Base on your knowledge as a business consultant, outline **FOUR (4)** mistakes make by startup business owners. (8 marks)

QUESTION 3

To assess industry attractiveness, a firm can use the Five Competitive Forces Model. Understanding these forces helps Petite Moi, a designer label in Malaysia, make informed strategic decisions to navigate the competitive landscape and sustain or enhance its market position. It's important to note that industry dynamics can change over time, and businesses need to continually assess and adapt their strategies.

Apply Five Competitive Forces Model framework to the fashion industry in Malaysia, with Petite Moi as the subject. (20 marks)

QUESTION 4

- a) Identify **TWO (2)** importances of industry analysis. (4 marks)
- b) Classify **FIVE (5)** industry types and the opportunities they offer. (20 marks)

QUESTION 5

- a) Describe **TWO (2)** unethical business practices that can affect a business indirectly. (4 marks)
- b) Discuss **FOUR (4)** ethical obligations of a business. (8 marks)

-----End of question-----

