



جامعة السلطان الشريف علي الإسلامية
UNIVERSITI ISLAM SULTAN SHARIF ALI
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

**Faculty of Islamic Economics and Finance
Semester I, 2020/2021 Academic Session**

Final Examination Question Paper

Course Code : BF3101
Course Name : Entrepreneurship
Course Level : All Bachelor Programmes.
Time : 3 hours

Notes:

This paper comprises of two sections.

1. Section A: Answer ALL questions.
2. Section B: Answer FOUR questions only.



Section A

Answer **ALL** questions in this section.

CASE STUDY: HELP AND SUPPORT FOR ENTREPRENEURS

Read the following range of forms of help and support that are available to entrepreneurs around the world.

Youth network

The ASEANpreneurs is a youth-run organisation managed by the Entrepreneurship Society of the National University of Singapore and students from partner universities. Its main aim is to inspire and encourage entrepreneurship in the ASEAN region (consisting of Indonesia, Malaysia, the Philippines, Singapore, Thailand). It organizes regular events to bring together aspiring entrepreneurs and business leaders to promote the sharing and discussion of business ideas, gain guidance and possibly meet potential business partners.

Mentoring programme

Mowgli Mentoring is a not-for-profit organisation that provides mentors to potential and new entrepreneurs. It offers mentoring support to upcoming entrepreneurs by bringing together groups of mentors and entrepreneurs for an initial training session to build relationships, match them together in one-to-one pairs and then follow it up with online support for a year. Mowgli Mentoring has so far launched 20 Programs in Jordan, Lebanon, Syria and the UK and provided volunteer mentors to 153 entrepreneurs across these countries.

Start-up funding support

Ruwad Establishment in the UAE provides start-up funding in the form of an interest-free loan (up to AED), or in the form of a bank loan that Rowad Establishment helps to arrange/negotiate with an Islamic bank (up to AED 1 million).

Casual Networking

MAKE business hub is a café in the heart of Dubai, offering various communal work spaces, private meeting rooms, charging stations and presentation equipment. It makes working easy for Dubai's self-employed, start-up entrepreneurs and professionals on the go. Most importantly it provides a great networking opportunity for individuals to meet and form connection.

Social media networking

Youth Entrepreneurial Network Malaysia is an online resource and community for entrepreneurs. It aims to bring together the young entrepreneurs in Malaysia by initiating and supporting entrepreneurship and business conferences for experienced and young entrepreneurs.

TV media

Dragon's Den is a series of reality television shows, where potential entrepreneurs pitch their business ideas to a panel of venture capitalists in order to secure investment from them. Its main aim is to encourage entrepreneurship and small businesses. The original Dragon's Den started in Japan but is now broadcast in 23 countries.

Questions:

1. How do you think programmes like Dragon's Den help support small enterprises? [6 marks]
2. Explain which means of networking you think is the most effective either youth, social media or casual, as mentioned here. [7 marks]
3. Explain how the different mechanisms of help and support mentioned here assist in aspiring and upcoming entrepreneurs. [7 marks]

Section B

Short-Answer Questions.

Answer **FOUR** questions only.

QUESTION 1 (10 Marks)

What is a business plan? Explain the main components of the business plan?

QUESTION 2 (10 Marks)

Define entrepreneurship and explain the main characteristics of 'successful' entrepreneurs.

QUESTION 3 (10 Marks)

What is ethical marketing from Islamic perspective? Give some examples where advertisement do not meet the ethical standards.

QUESTION 4 (10 Marks)

Do you think market research is important to be done before executing business? Discuss.

QUESTION 5 (10 Marks)

Discuss the importance of the intellectual property businesses. Explain your answers with examples by referring to the different types of intellectual property.

QUESTION 6 (10 Marks)

Give your opinion on the importance of technology and digitalised business in today's business.

بالتوفيق والنجاح