

UNIVERSITY COLLEGE LONDON

University of London

EXAMINATION FOR INTERNAL STUDENTS

For the following qualifications :-

B. A. *B.Eng.* B. Sc. B. Sc. (*Intercal*) *B.Sc.(Econ)*

Comp Sci B404: Digital Business

COURSE CODE : COMPB404

UNIT VALUE : 0.50

DATE : 02-MAY-01

TIME : 14.30

TIME ALLOWED : 2 hours 30 minutes

01-C0356-3-220

2001 University of London

TURN OVER

UNIVERSITY OF LONDON
(University College London)

B.A. DEGREE; B.S.C. DEGREE; B.SC. (ECON) DEGREE; B.ENG. DEGREE 2001

COMPUTER SCIENCE B404: DIGITAL BUSINESS

May 2001:

Answer THREE Questions. Time 2 hours 30 minutes.

1. Briefly describe the different methods of trading (e.g. sole trader), and for each of the methods list the advantages and disadvantages. [22 marks]
Explain the different taxation implications and capital allowances of trading as a sole trader versus a limited company. [11 marks]
2. Explain how venture capital works. For instance, list the different types of venture capital investment, how VCs evaluate a company, when it is appropriate for a Start-up to approach a VC, and terms such as Rate of Return and Exit Strategy. [15 marks]
Briefly list the major financial ledgers and records (e.g. balance sheet) kept by a company, and their uses. [9 marks]
Describe how an accounting system such as SAGE Instant Accounts is organised. Then describe the facilities available for bookkeeping and financial reporting. [9 marks]
3. A friend has asked you for help in writing their business plan. Write some brief notes for them listing the likely sections of the business plan and what should be included in each section. [11 marks]
Describe how you would organise the 'market research' for a new business venture, including the different types of market research and sources of information. [11 marks]
The so-called TIME (telecommunications, information technology, media and entertainment) industries are experiencing an explosion of new technologies. For each of the major sectors list the important emerging technologies, and potential business opportunities. [11 marks]

TURN OVER

4. Explain the process of setting up a limited company, covering both the legal and electronic trading aspects, in particular the role of the company memorandum and articles.

[11 marks]

List the major types of Intellectual Property'. Then briefly describe what each type of IPR protects, and how to go about registering the IPR.

[11 marks]

Marketing is extremely important for high-tech Start-ups. Write notes outlining a marketing strategy for the launch phase of a Start-up covering designing the product, branding, public relations, advertising and sales.

[11 marks]

5. Give brief descriptions of THREE of the following topics, using suitable diagrams:

- Technology Adoption Life Cycle
- Staff Incentives such as Stock Options and IPO
- Double Entry Bookkeeping
- Pricing and Breakeven Points
- Branding

As a guide to length, each description will be worth:

[11 Marks]

END OF PAPER