

FINAL
Alternative Assessment

(COVER PAGE)

Session : April 2021

Programme : Certificate in Business Studies (CBSI)

Course : MGT1009: Small Business Management

Date of Examination : 27 July 2021 (Tuesday)

Time : 9:00am – 1:00pm Reading Time : Nil

Duration : 4 hours

Special Instructions :

This assessment consists of **THREE (3)** questions. Answer **ALL** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Beh Yeow Hui

Chief Moderator : Ms. Diane Janet Alphonse Joseph

This paper consists of 3 printed pages, including the cover page.

CERTIFICATE IN BUSINESS STUDIES (CBSI)
MGT1009: SMALL BUSINESS MANAGEMENT
FINAL ALTERNATIVE ASSESSMENT: APRIL 2021 SESSION

Instructions: This assessment consists of **THREE (3)** questions. Answer **ALL** questions.

Question 1

(a) Explain **FOUR (4)** reasons why people opt to be an entrepreneur. Provide examples to support your reasons. (14 marks)

(b) With the trend of globalization, many small business owners tend to take opportunity to expand their market from local to global. Using examples, describe **FOUR (4)** benefits of small businesses going global. (16 marks)

Question 2

(a) Discuss **FIVE (5)** factors that businesses should consider when setting prices both from an internal and an external aspects. Support your discussion with relevant examples. (20 marks)

(b) Briefly explain **FIVE (5)** types of internet platform that small businesses can use as an advertising channel. (10 marks)

Question 3

Read the short case study below and answer the following questions:

A manufacturing company provides jobs for many people in a small town where employment is not easy to find. The company has stayed in the town even though it could find cheaper workers elsewhere, because workers are loyal to the company due to the jobs it provides. Over the years, the company has developed a reputation in the town for taking care of its employees and being a responsible corporate citizen.

The manufacturing process used by the company produces a by-product that for years has flown into the town river. The by-product has been considered harmless but some people who live near the river have reported illnesses. The by-product does not currently violate any anti-pollution laws. One of the workers in the company strongly felt that it was a wrongdoing and unethical. He told his manager to bring this up to higher management. However, his manager asked him to be silent as this will increase the cleaning and filtering cost unnecessarily.

- (a) Define and explain **THREE (3)** differences between managerial ethics and social responsibility. Provide examples for each difference.

(15 marks)

- (b) Define “whistleblowing by employees” with an example.

(4 marks)

Do you agree with the manager’s action to discourage disclosure by the worker? Explain why.

(3 marks)

Recommend **FOUR (4)** actions that a manager should take in handling a whistleblowing situation.

(8 marks)

- (c) Suggest **THREE (3)** ways for the company to expand its business instead of controlling or cutting costs.

(10 marks)

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