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FINAL  
Examination Paper

(COVER PAGE)

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Session : August 2012

Programme : Foundation in Business Information Technology Programme

Course : MGT1211 : INTRODUCTION TO BUSINESS STUDIES

Date of Examination : 13 December 2012

Time : 8a.m. – 10a.m. Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **THREE (3)** sections. Answer **ALL** questions in Section A and Section B. For Section C, answer any **ONE (1)** questions in the answer booklet provided .

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Vinesh Maran

Moderator : Goh Wai Meng

*This paper consists of 5 printed pages, including the cover page.*

INTI INTERNATIONAL COLLEGE PENANG

FOUNDATION IN BUSINESS/INFORMATION TECHNOLOGY (CFPI)

MGT1211 : INTRODUCTION TO BUSINESS STUDIES

FINAL EXAM : AUG 2012 SESSION

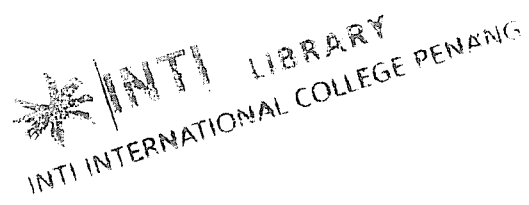
Instructions: This paper consists of **THREE (3)** Sections. Answer **ALL** questions in Section A and Section B. For Section C, answer any **ONE (1)** questions in the answer booklet provided.

**SECTION A- MULTIPLE CHOICE QUESTIONS. WRITE THE ANSWERS IN THE ANSWER BOOKLET PROVIDED**

**Question 1**

In the simplest terms, \_\_\_\_\_ are people who have interest in the organisation and its performance.

- a) business analysts
- b) stakeholders
- c) competitors
- d) banks



**Question 2**

\_\_\_\_\_ is a market in which the products are bought by consumers who are the final user of a product or a service.

- a) Stock market
- b) Industrial market
- c) Consumer market
- d) Commodity market

**Question 3**

Which of the following is **NOT** a classification of business activity?

- a) Tertiary
- b) Primary
- c) Secondary
- d) Elementary

**Question 4**

Which of the following are **NOT** segmentation types which are commonly used to segment markets?

- a) Demographic segmentation
- b) Psychographic segmentation.
- c) Geographic segmentation.
- d) All of the above.

Question 9

The Japanese term \_\_\_\_\_ means continuous improvements in the context of operations management.

- a) "jidoka"
- b) "kanban"
- c) "kaizen"
- d) "keirei"

Question 10

A business needs finance for **THREE (3)** main reasons. Which of the following is not a good reason?

- a) Finance needed for Research and Development (R&D)
- b) Finance needed for funding company holidays for all employees.
- c) Finance needed as start-up capital
- d) Finance needed for business expansion.

**SECTION B – SHORT ANSWER QUESTIONS.** Answer ALL questions in the answer booklet provided.

Question 1


Briefly describe the **TWO (2)** advantages of "Niche Marketing" to an organization.

(10 marks)

Question 2

Describe in brief any **TWO (2)** benefits of "job delegation".

(10 marks)

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