



INTI
International College Penang
LAUREATE INTERNATIONAL UNIVERSITIES*

FINAL
Examination Paper
(COVER PAGE)

Session : AUGUST 2014

Programme : FOUNDATION IN BUSINESS INFORMATION TECHNOLOGY (CFPI)

Course : MGT1211: INTRODUCTION TO BUSINESS STUDIES

Date of Examination : December 8, 2014 (Monday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **THREE(3) Sections, Section A, B and C. Answer all questions in Section A and B. Section C answer THREE (3) questions out of FOUR (4).**

Materials permitted :
Nil

Materials provided :
Answer Booklet

Examiner(s) : Ms. Ng Huey Miin

Moderator : Prof. Dr Intan Osman

This paper consists of 7 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE PENANG

**FOUNDATION IN BUSINESS INFORMATION TECHNOLOGY (CFPI)
MGT1211: INTRODUCTION TO BUSINESS STUDIES**

FINAL EXAMINATION: AUGUST 2014 SESSION

SECTION A (20 marks)

Answer ALL 10 multiple-choice questions.

(1) Choose the correct statement.

- A) Private businesses are owned by the government.
- B) Private businesses may be owned by individual, partnership, or a large number of shareholders.
- C) Private businesses need not compete for the scarce resources.
- D) A, B and C are all correct statements.

(2) I) Partnership may have 2 to 20 partners.
II) Partnership is easy to form as compared to private limited company.
III) Unlike sole proprietorship, partnership has limited liability.
IV) Partnership enjoys business continuity though there is a death of any of partners.

The correct statements are:

- (A) I, II
- (B) I, II, III
- (C) I, II, IV
- (D) All statements are correct

(3) The followings are the business objectives, except

- (A) Fulfilling the legal requirements from the government
- (B) Providing employment and better career for the workers
- (C) Fulfilling managers' or owners' personal goals
- (D) Fulfilling the financial goals

- (4) The elements of internal environment are:
- (A) Political-legal, economic and social.
 - (B) Shareholders, customers, and competitors.
 - (C) Political-legal, shareholders and customers.
 - (D) Shareholders, customers and social.
- (5) I) In production concept, the manufacturer tends to mass produce the product in low cost, hence, selling at low price.
II) In product concept, the company will concentrate on high quality product with good after sale service.
III) Production concept emphasises more on good quality and expensive product.
IV) Product concept emphasises mass production.

The correct statements are:

- (A) I, II
 - (B) I, III
 - (C) II, III
 - (D) II, IV
- (6) Identify the **correct** statement.
- (A) Convenience goods are purchased frequently and they are cheap.
 - (B) Shopping goods are cheaper than consumer goods.
 - (C) The example for specialty goods are tissue papers and mineral water.
 - (D) For specialty goods, consumers will accept substitution of products.
- (7) The followings are promotional tools, except:
- (A) Advertisement
 - (B) Personal selling
 - (C) Publicity
 - (D) Direct distribution

- (8) Demographic segmentation considers the followings except:
- (A) Age
 - (B) Gender
 - (C) Education
 - (D) Behaviour
- (9) Choose the **correct** statement.
- (A) From job analysis, managers are able to develop or revise the job description and job specification.
 - (B) Internal recruiting methods include advertising, campus interviews and employment agencies.
 - (C) Orientation is to the new employees.
 - (D) Off-the-job training is conducted inside the organisation.
- (10) Select the **correct** statement.
- I) When the employees and the union boycott, the company may use non-union members to fill the jobs of striking union members.
 - II) When employees refuse to work, the employer may disallow the employees to enter the workplace.
 - III) When the employees refuse to do any particular jobs or use specified machines, employers cannot do anything to the employees because it is against the law.
- (A) I, III
 - (B) II, III
 - (C) I, II
 - (D) I, II, III

Section B (20 marks)

Answer ALL 2 short-answer questions.

- (1) (a) Discuss price skimming with a suitable example. (5 marks)
- (b) Discuss price penetration with a suitable example. (5 marks)
- (2) Briefly discuss the FIVE (5) factors of production. (10 marks)

SECTION C (60 marks)

Instructions: This paper consists of **FOUR (4)** questions. Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Management is the process of setting and achieving the organisational goals. Explain the **FOUR (4)** functions in management. (10 marks)
- (b) Managers need certain skills to perform the duties and activities associated with being a manager. Explain and discuss the **THREE (3)** skills involved. Your discussion should also include why these skills are needed differently at different management levels in an organisation. Use suitable diagram (if any) for your explanation. (10 marks)

Question 2

- (a) In planning and developing strategies, it is important for the Marketing Managers to develop the four basic components of the marketing mix. Explain in detail the **FOUR (4)** elements of marketing mix. (12 marks)
- (b) List and discuss **FOUR (4)** promotional methods by quoting suitable examples for each method. (8 marks)

Question 3

(a) Discuss FIVE (5) disadvantages of sole proprietorship.

(15 marks)

(b) Discuss TWO (2) disadvantages of private limited company.

(5 marks)

Question 4

(a) Discuss SIX (6) methods for external recruitment with suitable examples.

(12 marks)

(b) Discuss FOUR (4) methods used in selection process.

(8 marks)

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