



**FINAL**  
Examination Paper  
(COVER PAGE)

Session : August 2015

Programme : Foundation In Business Information Technology (CFPI)

Course : MGT1211: Introduction to Business Studies

Date of Examination : 7<sup>th</sup> December 2015 (Monday)

Time : 2:00pm – 4:00pm

Duration : 2 Hours Reading Time : Nil

Special Instructions :

**SECTION A: Answer all the TEN (10) multiple-choice questions. (20 marks)**

**SECTION B: Answer ALL (2) short-answer questions. (20 marks)**

**SECTION C: Answer THREE (3) out of FOUR (4) questions. (60 marks)**

**IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials Permitted : Nil

Materials Provided : Nil

Examiner(s) : Zahirul Baharin Bin Kamaruzzaman

Moderator : Dr. Intan Osman

*This paper consists of 4 printed pages, including the cover page.*

INTI INTERNATIONAL COLLEGE PENANG

FOUNDATIONS IN BUSINESS INFORMATION TECHNOLOGY (CFPI)  
MGT 1211: INTRODUCTION TO BUSINESS STUDIES  
FINAL EXAMINATION: AUGUST 2015 SESSION

Instructions:

Answer all questions in Section A by using the objective answer sheet. For Section B and C, students are required to write in the Writing Booklet provided.

**SECTION A (20 marks)**

Answer all the 10 multiple-choice questions.

1. The followings are the advantages of a 'Company' EXCEPT ;
  - A. Business expansion
  - B. Double taxation
  - C. Unlimited capital
  - D. Separate legal entity
  - E. Professional management
  
2. The followings are the elements of the micro environment EXCEPT;
  - A. Suppliers
  - B. Customers
  - C. Intermediaries
  - D. Shareholders
  - E. Political
  
3. The Marketing Philosophy that states that 'Customer Satisfaction, Needs and Wants' as very important is ;
  - A. Selling concept
  - B. Product concept
  - C. Marketing concept
  - D. Societal Marketing concept
  - E. Production concept
  
4. The followings are the external sources of workers' recruitment EXCEPT;
  - A. Labour Office
  - B. Universities
  - C. Social site networks
  - D. Staff recommendation
  - E. Headhunters
  
5. The production technique that emphasize on bulk production is known as
  - A. Batch
  - B. Jobbing
  - C. Process
  - D. Unit
  - E. Standardization
  
6. The process of evaluating a company's output to ensure that they fulfill the standard is known as ;
  - A. Purchasing control

- B. Material control
  - C. Quality control
  - D. Supply control
  - E. Logistic control
7. The financial statement that helps investors to invest in the business is termed as ;
- A. Trading account
  - B. Profit & loss account
  - C. Balance sheet
  - D. Cash flow
  - E. Credit control report
8. The 'inseparate legal existence' is applicable to which of the following business;
- A. Public company
  - B. Private company
  - C. Cooperatives
  - D. Multinational corporations
  - E. Sole trader
9. The fastest way to raise the sources of funds for companies is ;
- A. Selling off their account receivables
  - B. Getting loan from the banks
  - C. Issuing shares to the public
  - D. Inviting investors to invest
  - E. Buying properties
10. Which of the following is not listed as 'sales promotion' tools ?
- A. Discount
  - B. Sample
  - C. Free gifts
  - D. Quantity discount
  - E. Advertising

**SECTION B ( 20 marks)**

Answer ALL 2 short-answer questions.

1. Identify and elaborate on **FIVE (5)** tools used for recruitment of employees. (10 marks)
2. in your opinion, what are the **TWO (2)** most important promotional tool for INTI Penang to reach out to new students. (10 marks)

**SECTION C (60 marks)**

-Answer THREE (3) out of FOUR(4) questions.

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-Answer THREE (3) out of FOUR(4) questions.

**Question 1**

- a) Discuss the main features of **THREE (3)** different types of legal ownership of a business. (9 marks)
- b) Provide **TWO (2)** advantages for each types of the legal ownership. (11 marks)

**Question 2**

Identify and describe the **FOUR (4)** major types of promotional tools within the promotional mix. (20 marks)

**Question 3**

- a) Define the term "Human Resource Management". (2 marks)
- b) Describe the following terms in relation to the context of Human Resource Management :
- i) Recruitment
  - ii) Selection
  - iii) Training
  - iv) Performance Appraisal
  - v) Wages and Salaries
  - vi) Incentive Programs
- (18 marks)

**Question 4**

- a) Describe the characteristics of the **THREE(3)** basic types of production with practical examples;
- i. Jobbing production
  - ii. Batch production
  - iii. Mass production
- ( 12 marks)
- (b) Identify and explain **FOUR (4)** factors that a plant manager needs to consider to relocate the plant into a new location. ( 8 marks)