



FINAL  
Examination Paper

(COVER PAGE)

Session : JANUARY 2015

Programme : FOUNDATION IN BUSINESS INFORMATION TECHNOLOGY (CFPI)

Course : MGT1211: INTRODUCTION TO BUSINESS STUDIES

Date of Examination : 11 March 2015

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **THREE (3)** sections. Answer **ALL TEN (10)** multiple choice questions in Section A in the OMR sheet provided. Section B answer **ALL** questions. Section C consists of **Four (4)** questions, answer only **Three (3)** questions in the answer booklet provided

Students are not allowed to remove the question paper from the examination venue

Materials permitted :

Nil

Materials provided :

OMR Sheet & Answer Booklet

Examiner(s) :

Ms. Ng Huey Miin

Moderator :

Dr. Intan Osman

*This paper consists of 6 printed pages, including the cover page.*

**INTI INTERNATIONAL COLLEGE PENANG**

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

**FINAL EXAMINATION: JANUARY 2015 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) All private businesses need to compete for the scarce resources.
  - C) Private businesses must be co-owned between the individuals and the government.
  - D) A, B and C are all incorrect statements.
- (2)
- I) Similar with sole proprietorship, partnership has unlimited liability.
  - II) Partnership needs to terminate the business if there is a death of any of partners.
  - III) Partnership may have 2 to 50 partners.
  - IV) Partnership is difficult to form as compared to private limited company.

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 external environment are:
- (A) Shareholders, customers and vendors.
  - (B) Political-legal, economic and sociocultural.
  - (C) Political-legal, shareholders and customers.
  - (D) Shareholders, customers and sociocultural.
- (5) I) Production concept emphasises more on producing in quantity and low price product.  
II) Product concept emphasises quality product with good after sale service.  
III) In production concept, the manufacturer tends to produce good quality product in high cost, hence, selling at high price.  
IV) In product concept, the company will produce product with mass production quantity.

The correct statements are:

- (A) I, II
  - (B) I, III
  - (C) II, III
  - (D) II, IV
- (6) Identify the **correct** statement.
- (A) For specialty goods, consumers will not accept substitution of products.
  - (B) Consumer goods are more expensive than shopping goods.
  - (C) The examples for shopping goods are tissue papers and mineral water.
  - (D) For shopping goods, consumers will not accept substitution of products.
- (7) The followings are distribution channels, except:
- (A) Direct distribution
  - (B) Agent/broker
  - (C) Wholesaler
  - (D) Personal selling

- (8) Demographic segmentation considers the followings except:
- (A) Family size
  - (B) Income
  - (C) Occupation
  - (D) Behaviour
- (9) Choose the **correct** statement.
- (A) External recruiting methods include advertising, campus interviews and employment agencies.
  - (B) From job description, managers are able to develop or revise the job analysis and job specification
  - (C) Orientation is meant for the new and existing employees.
  - (D) On-the-job training is conducted outside the organisation.
- (10) Select the **correct** statement.
- I) When the employees refuse to do any particular jobs or use specified machines, employers may employ non-union members to replace the union members on strike.
  - II) The main objective of union formation is to protect and represent the rights of the union members.
  - III) When employees refuse to work, the employer cannot prohibit the employees to enter the workplace.
- (A) I, III
  - (B) II, III
  - (C) I, II
  - (D) I, II, III

**Section B (20 marks)**

Answer ALL 2 short-answer questions.

- (1) Briefly discuss FOUR (4) distribution channels in marketing. You may enhance your answer with simple diagram for each distribution channel. (10 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 achieving organisational goals by engaging in the FOUR (4) major functions. Discuss. (10 marks)
- (b) Robert Katz identified THREE (3) basic sets of management skills required by managers. Discuss these skills. (10 marks)

**Question 2**

- (a) It is important for the marketing managers to develop the four basic components of marketing mix.  
Explain in detail the FOUR (4) components of marketing mix. (12 marks)
- (b) List and discuss FOUR (4) promotional methods with 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.

(12 marks)

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

(8 marks)

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