



FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)
Diploma In Mass Communication (DMCN)
Diploma In Hotel Management (DHMN)

Course : BUS1100 / SGM1143: Introduction To Business

Date of Examination : December 7, 2015

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Attempt any THREE (3) in the answer booklet provided.

All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Gilbert Raj Sundram, Ms. Nur Aisyah, Mr. Ng Huey Miin,
Mr. Denise Choong

Moderator : Dr. Shankar Chelliah

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

DIPLOMA IN BUSINESS/MASS COMMUNICATION/HOTEL MANAGEMENT
(DIB/DMCN/DHMN)
BUS1100/SGM1143: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: AUGUST 2015 SESSION

This paper consists of **SIX (6)** questions. Attempt any **THREE (3)** in the answer booklet provided. All questions carry equal marks.

Question 1

Explain the following concepts regarding Just-In-Time (JIT):

- (a) **FIVE (5)** main characteristics of JIT (20 marks)
- (b) **FOUR (4)** main benefits of JIT (13 marks)

Question 2

A business is surrounded by external forces which will affect its operations. Define **FIVE (5)** of these external forces and give examples of how the forces affect a business operations. (33 marks)

Question 3

- (a) Explain the **FOUR (4)** functions of management. (8 marks)
- (b) Explain **FOUR (4)** types of Basic Management Skills that is required for managers. (25 marks)

Question 4

Define and elaborate the following terms used in the Marketing Mix with appropriate examples:

- (i) Product
(ii) Price
(iii) Place
(iv) Promotion (33 marks)

Question 5

- (a) List with explanation the **TWO (2)** ways in which managers can develop the workforce
(12 marks)
- (b) List with examples **TWO (2)** types of Compensation Programs for employees.
(12 marks)
- (c) Define Recruitment and list **TWO (2)** ways in which a business can recruit staff
(9 marks)

Question 6

- (a) Describe the **TWO (2)** primary sources of debt financing.
(12 marks)
- (b) Compare **THREE (3)** differences between working capital and investment capital.
(21 marks)

~THE END~

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