

FINAL
ALTERNATIVE ASSESSMENT
(COVER PAGE)

Session	:	January 2021
Programme	:	Diploma in Business (DIB) Diploma in Finance (DIF) Diploma in Accounting (DIAN) Diploma in Marketing (DMKT) Diploma in E-Commerce (DEC) Diploma in Entrepreneurship (DENT) Diploma in Mass Communication (DMCN) Diploma in Hotel Management (DHM)
Course	:	BUS1100 : Introduction To Business
Date of Examination		
Time Start	:	March 9, 2020 (Tuesday) @ 10am
Time End	:	March 10, 2020 (Wednesday) @ 10am
Duration		24 Hours
Special Instructions	:	This paper consists of FOUR (4) questions. Answer ALL questions
Material permitted	:	Nil
Material provided	:	Nil
Examiner(s)	:	Michelle Hoong , Lee Lily, Cecilia Chin, Norulashikin Ismail and Eti Farah Zainudin
Chief Moderator	:	Gilbert Raj Sundram

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN ACCOUNTING (DIAN)
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DIPLOMA IN E-COMMERCEPROGRAMME (DEC)
DIPLOMA IN MASS COMMUNICATION (DMCN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMM (DHM)
BUS1100: INTRODUCTION TO BUSINESS
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2021 SESSION
24 HOURS

Instruction:

1. This paper consists of **FOUR (4)** questions. Answer **ALL** questions.
2. Your answers **MUST BE TYPED** using Microsoft Words. Your answers should be arranged in sequence (starting with Q1a, Q1b, Q2, etc.) and labelled properly.

Question 1

Amanda Miller, President of Wool Design, is contemplating what she should do in an attempt to battle the current recession. Wool Design, a small manufacturer of knitted products in New York, had been faced with reduced orders and consequently declining sales since 2015. Confronted with these issues, she is now questioning whether by expanding her promotion efforts, she can once again increase her sales.

- a) Discuss any **TWO (2)** suitable market segments that Wool Design should focus with relevant examples.

(9 marks)

- b) Explain any **FOUR (4)** promotional mix for Wool Design to increase its sales with suitable examples for each promotional mix suggested above.

(16 marks)

Question 2

In 1969, an American name Horatio Sye Slocumm was sent by International Executive Service Corporation (IESC) to East Malaysia to start a bakery. Mr Slocumm brought with him 35 years of baking experience with one of America's leading chain of bakeries. Hence, Gardenia was founded. (Gardenia, 2021). Gardenia's production capacity enable it to produce a variety of breads, like sandwich breads, European cottage style breads, low fat fibermeal loafs, waffles, Squiggles, Twiggies, muffin, soft roll and etc.

- a) Explain **THREE (3)** methods of production that you know with suitable examples.
(6 marks)
- b) Based on your answer in (a), briefly explain which method of production is most suitable for Gardenia with relevant examples.
(3 marks)
- c) Explain any **TWO (2)** internal economies of scale and any **TWO (2)** external economies of scale that might affect Gardenia's production.
(16 marks)

Question 3

COVID-19 has affected all industries and organizations, and this has left an impact on their businesses. According to The Star (2020), over 30,000 SMEs in Malaysia have closed- down since beginning of March 2020, due to the MCO. Many companies had to restructure its manpower to accommodate to the current economic crisis.

- a) Explain any **FOUR (4)** roles of human resource planning that can assist companies during an economic downturn as stated above.
(10 marks)
- b) Discuss the **FOUR (4)** steps in the human resource planning process that can assist managers during a pandemic as above.
(15 marks)

Question 4

As a production supervisor, John determines the number of outputs per unit which his department will produce each week. On Monday, he informed his team that the schedule is going to be difficult for the week due to the increased number of outputs per unit. He goes on to convince them that he is confident that they can fulfill the schedule and motivated them by saying that they are tough, talented, and reminded them that "when the going gets tough, they are the ones who get going." Each day during the week, John checks the amount of output that the employees have completed and the number of units that have been rejected.

- a) Briefly describe the level of management which John is in charge here. (3 marks)

- b) Explain **TWO (2)** management functions that John is performing for the above scenario. Support your answer with relevant examples. (10 marks)

- c) Discuss any **THREE (3)** managerial skills that John is demonstrating for the above scenario with relevant example. (12 marks)

~THE END ~

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