

**FINAL
ALTERNATIVE ASSESSMENT**
Examination Paper

(COVER PAGE)

Session	:	<u>April 2020</u>
Programme	:	<u>Diploma In Business (DIB) Diploma In Finance (DIF) Diploma In Marketing (DMKT) Diploma In Entrepreneurship (DENT) Diploma In E-Commerce (DEC) Diploma In Hotel Management (DHM) Diploma In Mass Communication (DMCN)</u>
Course	:	<u>BUS1100: Introduction To Business</u>
Date of Examination	:	
Time Start	:	<u>August 3, 2020 (Monday) @ 10.00am</u>
Time End	:	<u>August 4, 2020 (Tuesday) @ 10.00am</u>
Duration	:	<u>24Hours</u>
Special Instructions	:	<u>Answer ALL FOUR (4) questions. All questions carry equal marks.</u>
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Gilbert Sundram, Lee Lily, Eti Farah, Foo Cheok Hwa, Michelle Hoong, Norzahirah Zakri, and Vun Fui Liam</u>
Chief Moderator	:	<u>Chrstina Rathy</u>

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)
DIPLOMA IN E-COMMERCE PROGRAMME (DEC)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
BUS 1100: INTRODUCTION TO BUSINESS
FINAL ALTERNATE ASSESSMENT: APRIL 2020 SESSION
24 HOURS

Date of Assessment: August 3, 2020 (Monday)

Instructions:

1. You have exactly **24 hours** to submit the assessment. The assessment starts now- **3rd August 2020 (Monday), 10.00am and ends at 4th August 2020 (Tuesday), 10.00am.**
2. **Submission method: Online Submission via Blackboard.**
3. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by 4th August 2020 (Tuesday), 10.00am.**
4. **Submission format:** Your answers **MUST BE TYPED** using **Microsoft Words** via **attached document** in the designated Blackboard submission folder.
 - (a) Your answers should be arranged in sequence (starting with Q1, Q2, etc.) and labelled properly.
 - (b) Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
5. Additional requirement to the overall answer presentation
 - (a) Student ID Number on each page (Header).
 - (b) Page number on each page (Footer)
 - (c) Font type: Arial
 - (d) Font size: 12
 - (e) Line spacing: 1.5
6. **Safe Assign:**
 - (a) You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed 25%.
 - (b) Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
 - 0%-25% -- no penalty
 - 26%-50% --30% deduction from total grading
 - 51%-80% -- 50% deduction from total grading
 - 80% and more - 0 mark awarded and student will receive a fail grade for the paper.

7. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
8. The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in the current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference material.
9. You may **NOT** consult any external resources. This means **NO** Internet searches, materials from other classes or books or any notes you have taken in other classes etc. You may **NOT** use Google or other search engines for any reasons. You may **NOT** use any shared Google document.
10. Any source taken from books, notes etc **HAS TO BE CITED** with referencing, **DO NOT COPY AND PASTE** but write in your own understanding and paraphrase.
11. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
12. **REMINDER: Only Microsoft Word Document File Format is ACCEPTED.** Any other format submitted will **NOT** be marked.
13. Marking is based on **QUALITY** of your answers, the more **UNIQUE/CREATIVE/ORIGINAL** your answer is, the **BETTER YOU SCORE.**
14. **NO** request of help or a second chance will be entertained. If plagiarism rate is **MORE THAN 25%**, automatically marks **WILL BE DEDUCTED.**

Instructions: This assignment consists of **FOUR (4)** essay questions. Answer **ALL** questions.

Question 1

Donna Hamilton is excited to open her own restaurant, the Westminster Inn. Although Donna has worked as a chef and even managed a number of restaurants during her career, she is concerned that she gets off to a good start. Donna spends several weeks before the restaurant opens setting goals.

(a) Donna feels that leading and controlling may be the most difficult part of her new job. Explain **TWO (2)** reasons why would she feel this way?
(10 marks)

(b) Help Donna to understand **ONE (1)** difference between conceptual skills and technical skills.
(6 marks)

(c) Briefly explain the **THREE (3)** informational roles that Donna should possess as a manager.
(9 marks)
(Total: 25 marks)

Question 2

Burger King's returned to Japan in June 2007, where it opened an outlet next to McDonald's Japan HQ in Shinjuku. This event was significant in Burger King's history because it was the second time round that Burger King set foot in Japan, after losing a price war with McDonald's in 2001. Burger King had learnt that the first time it entered the Japanese market, many food outlets were doing big discount promotions. Burger King chose to keep its higher prices so lost out to its many competitors.

The entry into the Japanese market second time round represented a major change in strategy for Burger King. It is banking on a new trend among some Japanese consumers favoring pricier, high-calorie meals. These Japanese have moved away from their traditional fish and rice diet towards more greasy foods. Burger King's whopper fits the bill just right with its flame-broiler technique in cooking. Though pricier, the whopper offers more with its bigger than size than that of competitors.

But the case ends by presenting information that questions whether or not Burger King will be able to sustain its presence in the Japanese market, given that taste buds change and vary over time.

(a) Briefly explain **THREE (3)** reasons how the fast food industry in Japan affects the pricing decisions among hamburger chains?

(6 marks)

(b) Describe **TWO (2)** types of pricing strategy approaches that hamburger chains in Japan have pursued?

(6 marks)

(c) Explain **FOUR (4)** different marketing mix efforts that Burger King could implement in order to succeed in Japan.

(13 marks)

(Total: 25 marks)

Question 3

Javen and Kim are going to start-up a new food and beverage business and they are in the midst of designing an operations strategy. However, they understand that implementing a suitable production strategy is very important to minimize waste associated with excess inventory.

(a) Explain **ONE (1)** suitable product and service strategy if Javen and Kim decides to venture into a luxury fine dining full service restaurant which allows maximum customization for order, so their customer could enjoy a unique desired meal. Support your answer with relevant justification.

(6 marks)

(b) Explain **ONE (1)** suitable method of production to apply the product and service strategy proposed in (a). Support your answer with relevant justification.

(6 marks)

(c) Discuss any **TWO (2)** advantages and any **TWO (2)** disadvantages based on the recommended method of production in (b).

(13 marks)

(Total: 25 marks)

Question 4

Super TV Channel 6 operates in a major Midwestern city and is on the air 24 hours a day. Labor-management relations there have been relatively good over the years. There are three unions: one for engineers, one for announcers and newspeople, and still another for stagehands and projectionists. As might be expected, the serious concerns of one union usually have no impact whatsoever on the other unions. One Wednesday night, a group of the engineers became very unhappy and called the station manager of Super Channel 6 to say they would be going out on a 24-hour work stoppage that would last from 3:00 p.m. Thursday until 3:00 p.m. Friday. It was not necessary to tell the boss their gripe; he already knew. Sure enough, at 3:00 p.m. on Thursday, the engineers walked off the job. The leadership of the union never gave its blessing to this group of engineers walking out and, in fact, urged them to reconsider. When the stoppage was over and the engineers came back to work at 3:00 p.m. on Friday, the manager said that he would not need them until 3:00 p.m. on Saturday.

(a) The environment at Super TV Channel 6 displays workforce diversity. Briefly describe workforce diversity.

(4 marks)

(b) When the engineers came back to work at 3:00 p.m. on Friday:

i Which management tactic did the company employ?

(3 marks)

ii What message did the management send through this tactic?

(3 marks)

(c) Other than the union tactics chosen, explain **THREE (3)** other options that were available to the union with examples.

(15 marks)

(Total: 25 marks)

≈ **The End** ≈

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