



FINAL  
Examination Paper (SPECIAL CASES)

(COVER PAGE)

Session : AUGUST 2014

Programme : DIPLOMA IN ELECTRICAL & ELECTRONIC (DEEI)

Course : MGT2132: FOUNDATIONS OF BUSINESS ORGANISATION

Date of Examination : December 4, 2014 (Thursday)

Time : 11.00am – 1.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Answer any FOUR (4) questions in the answer booklet provided.  
All questions carry equal marks.

Materials permitted :

Nil

Materials provided :

Answer Booklet

Examiner(s) : Ms. Ng Huey Miin

Moderator : Ms. Michelle Hoong

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

**INTI INTERNATIONAL COLLEGE PENANG**  
**DIPLOMA IN ELECTRICAL & ELECTRONICS (DEEI)**  
**MGT2132: FOUNDATIONS OF BUSINESS ORGANISATION**  
**FINAL EXAMINATION: AUGUST 2014 SESSION**

Instructions: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) List and explain the **FIVE (5)** factors of production. (10 marks)
- (b) Explain the concept of business. (3 marks)
- (c) Discuss the **FOUR (4)** importance of business to the society. (12 marks)

**Question 2**

- (a) Management is the process of setting and achieving the organisational goals. Explain the **FOUR (4)** functions in management. (16 marks)
- (b) Managers need certain skills to perform the duties and activities associated with being a manager. Explain the **THREE (3)** managerial skills involved. Your discussion should also include why these skills are needed differently at different management levels in an organisation. (9 marks)

**Question 3**

- (a) In planning and developing strategies, it is important for the Marketing Managers to develop the four basic components of the marketing mix. Explain in detail the **FOUR (4)** components of marketing mix. (16 marks)
- (b) Discuss the following pricing strategies:
  - (i) Price Skimming
  - (ii) Price Penetration
  - (iii) Price above the market rate(9 marks)

**Question 4**

(a) Explain the followings with suitable examples.

- (i) Job production
- (ii) Batch production
- (iii) Mass production

(9 marks)

(b) Define the concept of Just In Time (JIT) system.

(4 marks)

Discuss any **FOUR (4)** benefits of implementing Just In Time system.

(12 marks)

**Question 5**

(a) Discuss FIVE (5) disadvantages of sole proprietorship.

(15 marks)

(b) Discuss THREE (3) disadvantages of sole proprietorship.

(10 marks)

**Question 6**

(a) Discuss FIVE (5) methods for external recruitment with suitable examples.

(15 marks)

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

(10 marks)

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