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INTERNATIONAL COLLEGE PENANG (507232-U)  
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

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Session : January 2012

Programme : Diploma in Electrical and Electronic Engineering

Course : MGT2132 : Foundations of Business Organisations

Date of Examination : 18 April 2012

Time : 11A.M. – 1P.M. 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 : Nil

Examiner(s) : Goh Hock Seng

Moderator : Lim Ghee Hean

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

INTI INTERNATIONAL COLLEGE PENANG

MGT 2132: FOUNDATIONS OF BUSINESS ORGANISATIONS  
FINAL EXAMINATION: JANUARY 2012 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) Discuss FIVE (5) factors in the external business environment that may affect the operations and planning of a factory producing children shoes. (15 marks)
- (b) Give TWO (2) reasons why it is important for organisations to be aware of trends in the social-cultural environment. (10 marks)

Question 2

Managers play various roles in an organisation. Describe and explain with examples the TEN (10) different management roles. (25 marks)

Question 3

The Just-In-Time Concept is an effective inventory control system.

- (a) Define the Just-In-Time concept. (5 marks)
- (b) Using suitable examples, explain FIVE (5) benefits of applying this system. (20 marks)

Question 4

- (a) Toyota is introducing their new car model that is targeted to women, age from 21 to 39 years old. Apply your marketing mix to formulate your strategies for Toyota. You must provide appropriate examples to support your answer. (16 marks)
- (b) "A good product does not need any promotion." Do you agree or disagree? Give your reasons. (9 marks)

**Question 5**

(a) Define "equity financing"?

(5 marks)

(b) List **FIVE (5)** differences between Financial Accounting and Management Accounting.

(20 marks)

**Question 6**

There are many functions carried out by the Human Resources Department in organisations. Explain **EIGHT (8)** of these functions.

(25 marks)

--THE END--