

**INTI**

INTERNATIONAL COLLEGE PENANG (5072 32-U)

LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

Session : January 2013

Programme : DIPLOMA IN ELECTRICAL & ELECTRONIC  
ENGINEERING

Course : **MGT2132 : Foundations of Business Organisations**

Date of Examination : 5 March 2013

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) : **Khor Kok Chin**

Moderator : **Goh Hock Seng**

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

**INTI INTERNATIONAL COLLEGE PENANG**

**MGT 2132 FOUNDATION OF BUSINESS ORGANISATION**

**FINAL EXAMINATION: JANUARY 2013 SESSION**

**INSTRUCTION:** 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) Explain the concept of Business.  
**(1 mark)**
- (b) Explain **THREE (3)** types of economy system maintaining in today's business environment.  
**(12 marks)**
- (c) Explain the **FOUR (4)** basic inputs for today's business.  
**(12 marks)**

**Question 2**

- (a) Distinguish the difference between small business owner and entrepreneur.  
**(4 marks)**
- (b) Discuss the **FOUR (4)** appropriate statements before a business decide to go to internalisation.  
**(12 marks)**
- (c) Explain any **THREE (3)** types of international involvement by an organisation with appropriate example.  
**(9 marks)**

**Question 3**

- (a) Explain the steps of formulating a business strategy with the aid of SWOT analysis.  
**(13 marks)**

- (b) Briefly explain the **FOUR (4)** management function carry out by a manager.  
**(12 marks)**

#### **Question 4**

In today's business environment, marketing mix strategy is the domain strategy to help a business to enjoy revenue and as well as the profit. Define marketing mix strategy and explain how the marketing mix strategy helps business to achieve a profitable status.

**(25 marks)**

#### **Question 5**

- (a) Explain the **FIVE (5)** major aims of Just-In-Time (JIT).  
**(10 marks)**
- (b) Explain the **FIVE (5)** characteristic of Total Quality Management (TQM).  
**(15 marks)**

#### **Question 6**

- (a) Define Information Systems and explain the **THREE (3)** steps of implementing it into a business operation.  
**(7 marks)**
- (b) Explain the **SIX (6)** types of Information System program.  
**(18 marks)**