



INTI
International College Penang
LAUREATE INTERNATIONAL UNIVERSITIES®

FINAL
Examination Paper
(COVER PAGE)

Session : JANUARY 2015

Programmes : **DIPLOMA IN ELECTRICAL AND ELECTRONIC ENGINEERING (DEE)**

Course : **MGT2132: FOUNDATIONS OF BUSINESS ORGANIZATION**

Date of Examination : 11 March 2015 (Wednesday)

Time : 8:00am – 10:00am 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.

Students are not allowed to remove this question paper from the examination venue.

Materials permitted : Non Programmable Scientific Calculator

Materials provided: Nil

Examiner(s) : **Mr. Zahirul Baharin**

Moderator : **Dr. Intan Osman**

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

INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN ELECTRICAL ENGINEERING
MGT 2132: FOUNDATIONS OF BUSINESS ORGANIZATIONS

FINAL EXAMINATION: JANUARY 2015

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) Despite facing stiff competition from the bigger businesses, small businesses still flourish. Describe **FIVE (5)** likely factors that help the small businesses to do so. (10 marks)
- (b) Using suitable examples, explain the **FIVE (5)** importance of small businesses towards a country's economy. (15 marks)

Question 2

- (a) Explain the differences between the Micro and Macro environment with brief examples. (5 marks)
- (b) Illustrate the impact of any **TWO (2)** elements of the Micro and **TWO(2)** elements of the Macro environment on a business organization like PROTON automobile company with practical examples. (20 marks)

Question 3

- (a) An incorporated company such as private limited company has its own " separate legal entity" as distinct ownership from its owners. Explain what is meant by the term " a separate legal entity". (5 marks)
- (b) Compare and contrast the **FOUR(4)** differences between a private limited company and partnerships with practical examples. (20 marks)

Question 4

- (a) Explain the differences between price skimming and price penetration when setting prices for new products. (5 marks)
- (b) Illustrate the product life cycle stages by relating to a product like car or handphone with practical examples. (12 marks)

- (c) Identify and suggest **FOUR(4)** consumer promotional tools that a retail marketers like Tesco or Giant hypermarket to adopt..
- (8 marks)

Question 5

- (a) Define 'external recruitment' and 'internal recruitment'. Discuss any **FOUR(4)** type of recruitment strategies that today's employers would practice with practical examples.
- (16 marks)
- (b) Discuss any **THREE(3)** benefits of training and development from the perspective of employees and management with practical examples.
- (9 marks)

Question 6

- (a) Describe the characteristics of the **THREE(3)** basic types of production with practical examples;
- Jobbing production
 - Batch production
 - Mass production
- (9 marks)
- (b) Explain the following operation techniques;
- JIT inventory control;
 - The **FIVE(5)** functions of JIT.
- (16 marks)

