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**FINAL**  
**Examination Paper**

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Session : January 2015

Programme : Diploma In Business (DIB)  
Diploma In Finance (DIF)  
Diploma In Entrepreneurship (DENT)  
Diploma In Mass Communication (DMCN)  
Diploma In Hotel Management (DHMN)

Course : BUS1100 / SGM1143 : Introduction To Business

Date of Examination : March 17, 2015

Time : 11:00am – 1:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Answer any **FOUR (4)** structured questions.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Ms. Michelle Hoong Lai San, Anura Azlan Shah.

Moderator : Dr. Shankar Chelliah

INTI INTERNATIONAL COLLEGE SUBANG  
DIPLOMA IN BUSINESS PROGRAMME (DIB)  
BUS1100: INTRODUCTION TO BUSINESS  
FINAL EXAMINATION: JANUARY 2015 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)** main objectives/benefits of a business. (10 marks)
- (b) Differentiate profit and non-for-profit business. Support your answers with an appropriate example. (6 marks)
- (c) Briefly explain any **THREE (3)** external environmental forces which may directly or indirectly affect a company. (9 marks)

**Question 2**

- (a) Michael has just been promoted as a branch manager, after being with AIA for the past 5 years. He will be assuming his new position in a month's time. Please advise Michael the **FOUR (4)** essential management functions to prepare him for his new appointment. (16 marks)
- (b) List and discuss the **THREE (3)** types of basic management skills. (9 marks)

**Questions 3**

- (a) Allan and Gilbert are in the midst of setting up a business entity which will be specializing on organic vegetables which will be locally sourced. Being a personal friend of Allan, you have advised them to set up a partnership for this newly formed business venture. However, Allan and Gilbert are not convinced.

List and discuss **FIVE (5)** key advantages of a partnership in order to convince them.

(15 marks)

(b) With the aid of an example, discuss the term “joint venture”. (4 marks)

(c) Discuss **THREE (3)** advantages of a joint venture. (6 marks)

**Question 4**

(a) Briefly discuss how does the marketing concept differ from the selling concept. (4 marks)

(b) Explain the **FOUR (4)** elements in marketing mix used by McDonalds. (16 marks)

(c) Define products and services by using examples. (5 marks)

**Question 5**

(a) Discuss **THREE (3)** sources of short-term funds. (13 marks)

(b) Differentiate short-term loans and long-term loans. (6 marks)

(c) Differentiate common stocks and preferred stocks. (6 marks)

**Question 6**

(a) Discuss the Human Resource Planning (HRP) process. (12 marks)

(b) Define internal recruitment. (3 marks)

(c) Discuss the actions could be taken by employees when collective bargaining fails. (10 marks)

