



FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

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 : December 8, 2014

Time : 2:00pm – 4:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr. Gilbert Raj Sundram, Amalia Amschia Mosikon, Ng Huey Miin,
Francis De Cruz, Matheni Menon .

Moderator : Dr. Shankar Chelliah

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS/FINANCE/ENTREPRENEURSHIP (DIB/DIF/DENT)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
BUS1100/SGM1143: INTRODUCTION TO BUSINESS
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) Define factors of production. (1 mark)
- (b) Identify and explain the **FIVE (5)** factors of production. (15 marks)
- (c) Briefly explain **TWO (2)** reasons why business is important to society. (9 marks)

Question 2

- (a) Describe the importance of customers in a manager's job. (9 marks)
- (b) List and explain the **FOUR (4)** basic functions of management. (8 mark)
- (c) Briefly discuss the difference between efficiency and effectiveness. (8 marks)

Question 3

- (a) Describe the 4 Ps of the marketing mix, how they are used by management, and how they relate to each other. (16 marks)
- (b) List and discuss **THREE (3)** promotional methods by quoting suitable examples for each method. (9 marks)

Question 4

- (a) Define supply chain and explain how supply chain management creates competitive advantage. (15 marks)
- (b) Briefly describe **FOUR (4)** functions of marketing channels. (10 marks)

Question 5

Your friend's company is experiencing cash flow shortages. Give **FOUR (4)** suggestions towards solving cash flow shortages.

(25 marks)

Question 6

- (a) How do human resource managers use job analysis for human resource planning? (10 marks)
- (b) Identify **TWO (2)** methods of recruitment. Briefly explain how are these methods carried out.

(15 marks)

(Total: 25 marks)