



INTI
International College Subang

LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

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

Course : BUS1100 : Introduction To Business

Date of Examination : July 26, 2014

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, Gilbert Raj Sundram, Neo Kim Koon,
Arazmi Yusof.

Moderator : Dr. Shankar Chelliah

This paper consists of 4 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION : APRIL 2014 SESSION

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions.
All questions carry equal marks.

Question 1

Assumed you are the manager of Shangri-La Hotel. Your managing director requests you to prepare a report as per the following:

- a) List the **SIX (6)** external environments that affecting Shangri-La Hotel's businesses today.
(6 marks)
- b) Discuss how these **SIX (6)** external environments affect the success or failure of Shangri-La Hotel.
(19 marks)
Total: 25 marks

Question 2

- a) Describe the **FOUR (4)** basic functions of management process. Support your answers with appropriate example.
(16 marks)
- b) Explain the **THREE (3)** Levels of Management and their responsibilities.
(9 marks)
Total: 25 marks

Question 3

You are the newly appointed Marketing Manager for Nike. You are in the midst of preparing a presentation to your Marketing Director.

- a) Discuss any **TWO (2)** potential market-segmentations to expand Nike current market size.
(9 marks)

- b) Explain how the **FOUR (4)** marketing mix can be adopted to achieve marketing plan proposed in (a).

(16 marks)

Total: 25 marks

Question 4

- a) Discuss the **THREE (3)** main causes of diseconomies of scale.

(9 marks)

- b) Explain the concept of Just In Time (JIT) system.

(6 marks)

- c) Discuss any **TWO (2)** benefits of implementing Just In Time system.

(10 marks)

Total: 25 marks

Question 5

Finance is the area of finance dealing with the sources of funding and the capital structure of corporations and the actions that managers take to increase the value of the firm to the shareholders, as well as the tools and analysis used to allocate financial resources.

- a) Identify **TWO (2)** sources of finance in an organization.

(5 marks)

- b) Discuss **TWO (2)** primary sources of debt financing.

(10 marks)

- c) Explain **TWO (2)** options for equity financing available for an organization.

(10 marks)

Total: 25 marks

Question 6

- a) Define the following terms. Illustrate your answers with appropriate example.

- i) Job analysis
- ii) Job description
- iii) Job specification

(6 marks)

- b) Describe the term 'collective bargaining'.

(4 marks)

c) Discuss the **FIVE (5)** tactics used by the Union when bargaining failed.

(15 marks)

Total: 25 marks

~ The End ~
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