

FINAL
Examination Paper

(COVER PAGE)

Session : April 2015

Programme : Diploma In Business (DIB)
Diploma In Mass Communication (DMCN)
Diploma In Hotel Management (DHMN)

Course : BUS1100 / SGM1143 : Introduction To Business

Date of Examination : August 3, 2015

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

Duration : 2 Hours

Special Instructions :

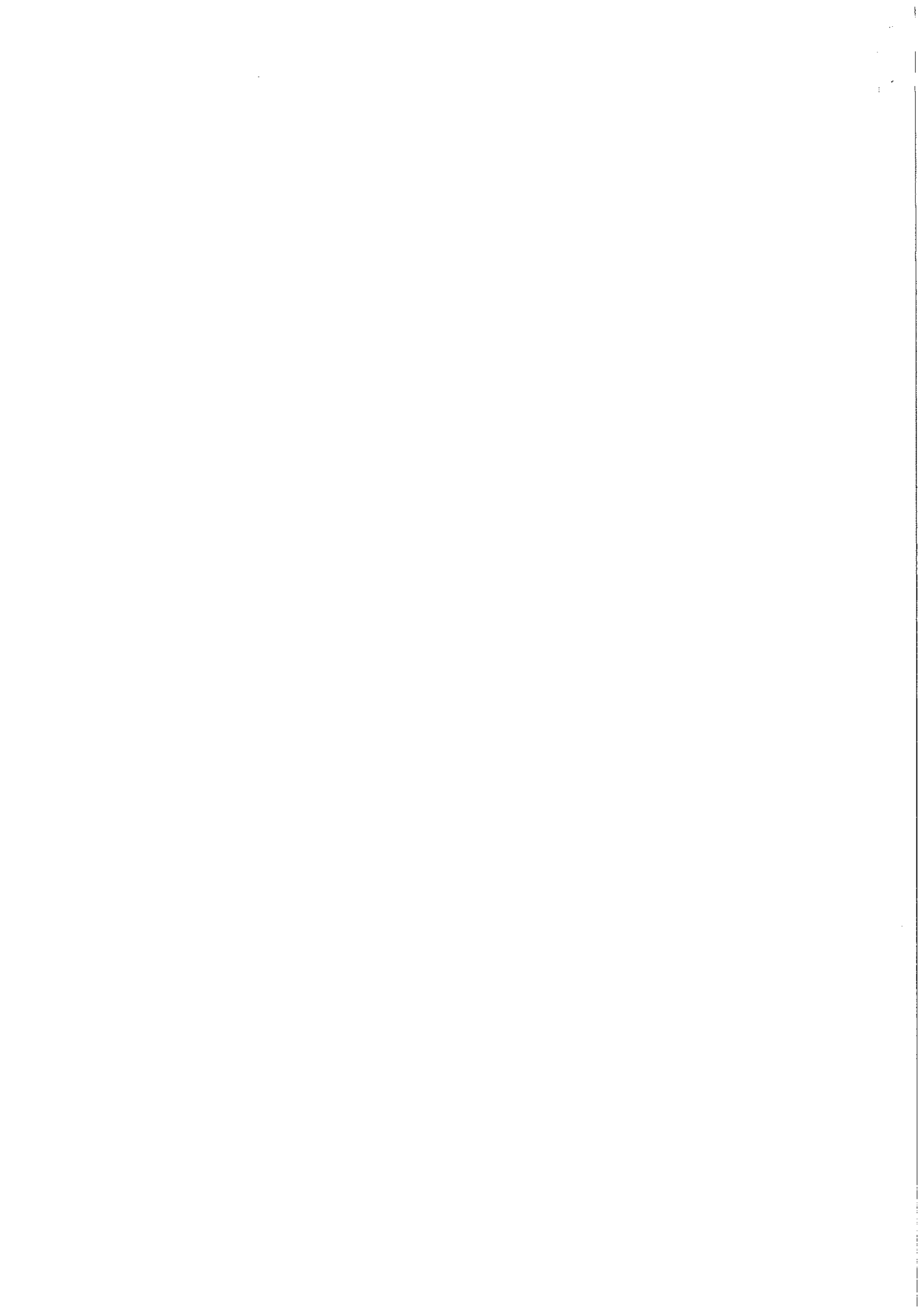
Answer any **FOUR (4)** structured questions.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr. Gilbert Raj Sundram, Daniel Ong Tee Leong, Lee Lily,
Gopakumar K.V. Nair.

Moderator : Dr. Shankar Chelliah



INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS/MASS COMMUNICATION/HOTEL MANAGEMENT
(DIB/DMCN/DHMN)

BUS1100/SGM1143: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: APRIL 2015 SESSION

This paper consists of **SIX (6)** questions. Attempt any **FOUR (4)** in the answer booklet provided. All questions carry equal marks.

Question 1

Explain the following concepts regarding Just-In-Time (JIT):

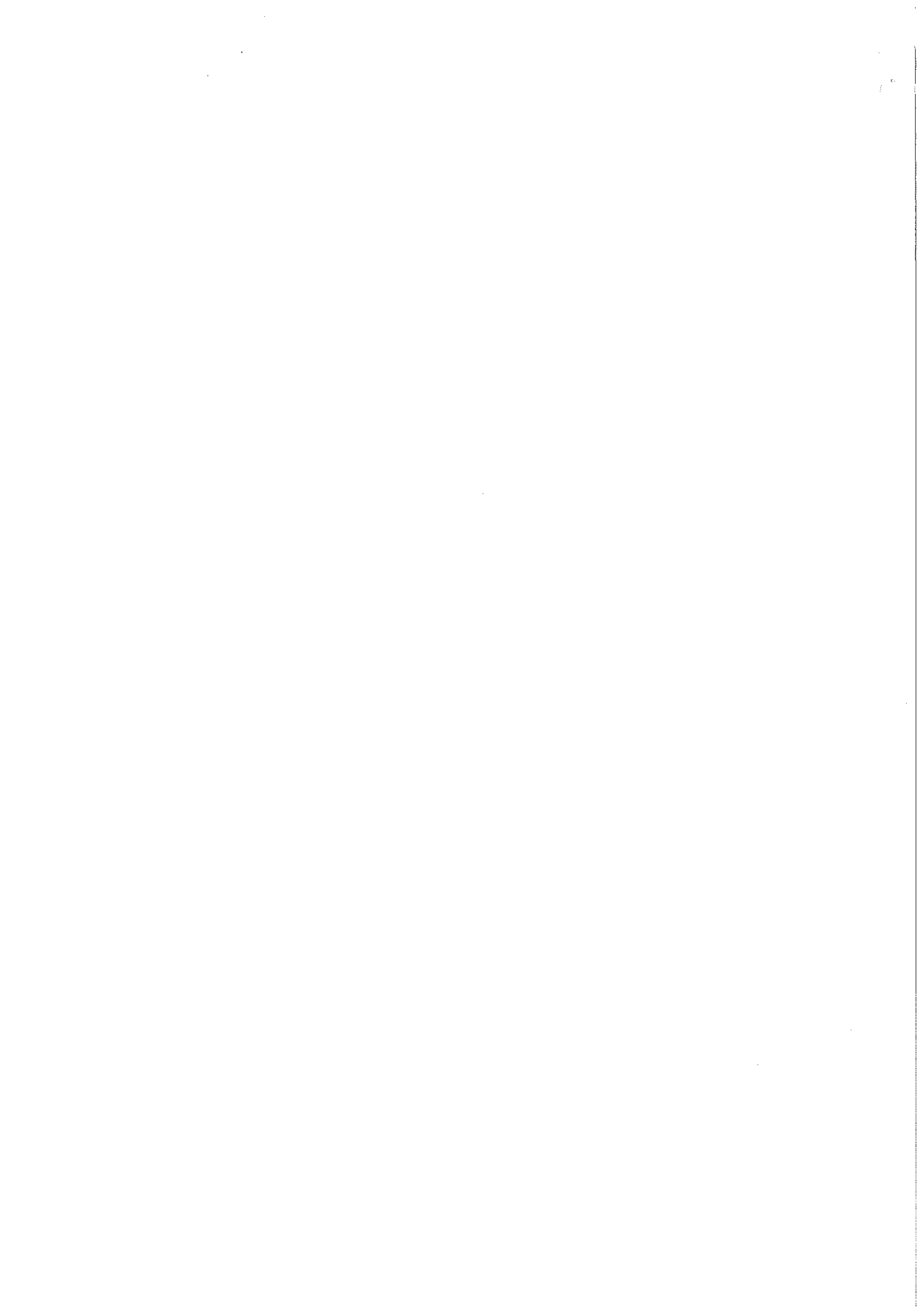
- (a) **FIVE (5)** main characteristics of JIT (15 marks)
- (b) **FOUR (4)** main benefits of JIT (10 marks)

Question 2

- (a) State and explain **TWO (2)** comparisons between the Production concept and Product concept in the Marketing Management Philosophies. (10 marks)
- (b) Benson's Café will be opening in August 2015 at the Georgetown area. As a marketing consultant, suggest **THREE (3)** types of possible promotion strategies to Benson's café. (15 marks)

Question 3

- a) Describe the **TWO (2)** primary sources of debt financing. (10 marks)
- b) Compare **THREE (3)** differences between working capital and investment capital. (15 marks)



Question 4

- (a) Explain the **TWO (2)** differences between job description and job specification. (10 marks)
- (b) Explain the **SIX (6)** steps of selection process. (15 marks)

Question 5

- (a) Explain **FOUR (4)** functions of management concept. (16 marks)
- (b) Explain **THREE (3)** skills needed by managers. (9 marks)

Question 6

Business activity is usually affected by a number of external factors that are beyond the control of the individual business, causing constrains in a firm's decision and may prevent its growth and development. Discuss, with examples, the impact of the **FIVE (5)** general factors of environment on a business activity.

(25 marks)

-The End-

BUS1100(F)/April2015

