



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2013

Programme : Diploma In Business (DIB)

Course : **BUS1100 : Introduction To Business**

Date of Examination : July 31, 2013

Time : 8:00am – 10:00am 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, Borhan Abdullah, Michelle Hoong.

Moderator : Dr. Shankar Chelliah

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

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DIPLOMA IN BUSINESS PROGRAMME (DIB)

BUS1100: INTRODUCTION TO BUSINESS

FINAL EXAMINATION: APRIL 2013 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) Explain the role of both profit-seeking businesses and non-profit organizations in the overall "meaning of business."

(9 marks)

- (b) Explain how does the external environment affect profit seeking business?

(16 marks)

(Total: 25 marks)

**Question 2**

- (a) Recommend an appropriate form of business ownership for the below situations:

- i) Four physicians wish to start a practice together, and each for them is not concerned to have limited liability.
- ii) Linda wants to open her own convenience store and to have complete control over the business.

(2 marks)

- (b) Explain the forms of business ownership which you have recommended for (a).

(7 marks)

- (c) Explain **TWO (2) advantages** and **TWO (2) disadvantages** for each of the form of business ownership based on (a).

(16 marks)

(Total: 25 marks)

**Question 3**

Explain any **FIVE (5)** managerial roles with relevant examples.

(25 marks)

**Question 4**

(a) How do human resource managers use job analysis for human resource planning?

(10 marks)

(b) What is collective bargaining? What occurs during collective bargaining?

(15 marks)

(Total: 25 marks)

**Question 5**

(a) Define the term '*Globalization*'.

(2 marks)

(b) Explain why going international has becoming an important factor to expand the business.

(8 marks)

(c) Describe the **FIVE (5)** forms of *International Organizational*. Support your answers with an appropriate example.

(15 marks)

(Total: 25 marks)

**Question 6**

(a) Elaborate are the **FIVE (5)** marketing concept and philosophies?

(20 marks)

(b) How would adding value to a product be seen as an important objective for customers?

(5 marks)

(Total: 25 marks)

**-THE END-**

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