

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

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

Course : **BUS1100: Introduction To Business**

Date of Examination : 07 December, 2016 (Wednesday)

Time : 5:00pm – 7:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Answer any THREE (3) in the answer booklet provided.

All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Gilbert Sundram, Michelle Hoong, Lee Lily,
Kartina Abu Bakar, Anthea Jacelyn Matanjun and Nur Shazliza

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN MASS COMMUNICATION (DMCN)
DIPLOMA IN HOTEL MANAGEMENT (DHMN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: AUGUST 2016 SESSION

Instruction: This paper consists of **SIX (6)** questions. Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Explain the objectives of a business. Support your discussion with relevant example. (4 marks)
- (b) Explain non-for-profit organization. Support your discussion with relevant example. (4 marks)
- (c) Explain any **FIVE (5)** External environment forces which may positively or negatively have an impact on an organization like Malaysia Airlines. (25 marks)

(Total: 33 marks)

Question 2

- (a) Define management. (2 marks)
- (b) Explain the **THREE (3)** management levels. Support your explanation with the relevant managers by levels. (15 marks)
- (c) Explain the **FOUR (4)** functions of management. (16 marks)

(Total: 33 marks)

Question 3

Recently you have been appointed as the Marketing Manager of a Food and Beverage company. You were asked to develop a marketing strategy that can be used to sell and promote your products. As part of the plan, there is important information that needs to be considered. You are required to answer the questions below:

- (a) Explain the marketing mix strategy that you would like to propose for the company. (16 marks)
- (b) Explain any **TWO (2)** market segmentation that would be appropriate to be used to market the company's products. (8 marks)
- (c) Briefly explain any **THREE (3)** marketing philosophies that match with the company's products. (9 marks)

(Total: 33 marks)

Question 4

- (a) Define the following terms. Explain your answers with appropriate example.
 - (i) Job analysis
 - (ii) Job description
 - (iii) Job specification(12 marks)
- (b) Describe the term 'collective bargaining'. (6 marks)
- (c) Discuss the **FIVE (5)** tactics used by trade union when bargaining fails. (15 marks)

(Total: 33 marks)

Question 5

- (a) Differentiate economies of scale and diseconomies of scale. (6 marks)
- (b) Explain job, batch and flow methods of production with appropriate example. (12 marks)
- (c) Explain any **FIVE (5)** characteristics of Just In Time (JIT). (15 marks)

(Total: 33 marks)

Question 6

Define the following terms with appropriate example.

- (a) Working capital
- (b) Debt financing
- (c) Hybrid financing
- (d) Financial accounting
- (e) Management accounting
- (f) Venture capital

(Total: 33 marks)