



FINAL  
Examination Paper

(COVER PAGE)

Session : AUGUST 2017

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

Course : BUS1100: Introduction To Business

Date of Examination : 13 December, 2017 (Wednesday)

Time : 5:00 pm – 7:00 pm 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, Christina Rathy Anthony Samy,  
Nor Afidah, Nur Shaliza, Anthea Matanjun, Sabrina Hashim

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
DIPLOMA IN HOTEL MANAGEMENT (DHMN)  
BUS1100: INTRODUCTION TO BUSINESS  
FINAL EXAMINATION: AUGUST 2017 SESSION

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

**Question 1**

- a) Briefly explain the concept of business. Support your discussion with relevant example. (4 marks)
- b) Briefly describe non-for-profit organization. Support your discussion with relevant example. (4 marks)
- c) Discuss any **FIVE (5)** external environment forces which may positively or negatively affect the operation of Tune Hotel. (25 marks)

**Question 2**

- a) Define management. (2 marks)
- b) Elaborate **THREE (3)** basic management skills which leads to a desired performance (15 marks)
- c) Explain the **FOUR (4)** functions of management. (16 marks)

**Question 3**

Ms Jean is one of your important clients and she needs your advice on marketing strategies in her new venture of yogurt drink. You are required to answer the below questions:

- a) Describe **TWO (2)** marketing mix strategies for her new venture. (16 marks)
- b) List any **TWO (2)** market segments that is suitable for her product. (8 marks)
- c) Briefly explain any **THREE (3)** marketing philosophies that suit the yogurt drink business. (9 marks)

**Question 4**

Japanese car makers adopted the JIT concept in the car manufacturing industry. Explain the following key concepts of (JIT):

- a) **FIVE (5)** main characteristics of JIT (15 marks)
- b) **SIX (6)** benefits of JIT (18 marks)

**Question 5**

Define below terms with appropriate example.

- a) Target market
- b) Human resource planning
- c) Job description
- d) Job specification
- e) Collective bargaining
- f) Equal employment opportunity (33 marks)

**Question 6**

Define below terms with appropriate example.

- a) Bonds
- b) Unsecured loans
- c) Hybrid financing
- d) Equity financing
- e) Financial accounting
- f) Venture capital

(33 marks)

**~The End~**

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