

 **INTI International
University & Colleges**

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2018

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

Course : BUS1100: Introduction To Business

Date of Examination : July 30, 2018 (Monday)

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

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** in the answer booklet provided.

All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Michelle Hoong Lai San, Nur Shazliza, Gilbert Sundram,
Shazeel Ali, Lee Lily, Anthea Matanjun

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: APRIL 2018 SESSION

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

Question 1

Explain the following terms with appropriate example.

- (a) Marketing mix
- (b) Production concept
- (c) Societal marketing concept
- (d) Market segmentation
- (e) Product positioning

(25 marks)

Question 2

- (a) Management is the process of achieving organisational goals by engaging in the four major functions. Explain the **FOUR (4)** management functions with appropriate example.

(16 marks)

- (b) Explain any **THREE (3)** management skills demonstrated by different level of management in a company.

(9 marks)

(Total: 25 marks)

Question 3

The macro environment is an uncontrollable factor that influences an organization's decision making, and affect its performance and strategies. Elaborate any **FIVE (5)** of macro-environment/ external environment forces for Old Town White Coffee.

(25 marks)

Question 4

- (a) Differentiate investment and venture capital. Support your answers with relevant examples.
(10 marks)
- (b) Explain the **THREE (3)** main sources of long-term funds with relevant examples.
(15 marks)
- (Total: 25 marks)**

Question 5

- (a) Discuss **THREE (3)** functions of Human Resource department.
(15 marks)
- (b) Explain **TWO (2)** types of recruiting in Human Resource. Support your answer with appropriate example.
(10 marks)
- (Total: 25 marks)**

Question 6

Explain the following issues regarding Just-In-Time (JIT)

- (a) Explain the **FIVE (5)** main characteristics of JIT.
(10 marks)
- (b) Using suitable examples, explain **FIVE (5)** benefits of applying this system.
(15 marks)
- (Total: 25 marks)**

~ The End ~

BUS1100(F) April 2018

