

**FINAL**  
Examination Paper

(COVER PAGE)

Session : APRIL 2019

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

Course : **BUS1100: Introduction To Business**

Date of Examination : 26 July 2019, (Friday)

Time : 11:00am – 1:00pm 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) : **Gilbert Sundram**, Michelle Hoong, Joanna Kong, Nur Hidayah  
Khalid and Shoba Gunarasa

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
BUS1100: INTRODUCTION TO BUSINESS  
FINAL EXAMINATION: APRIL 2019 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) One of the objectives of business is Corporate Social Responsibility (CSR). Briefly explain **FOUR (4)** ways companies can demonstrate their CSR activities.

(16 marks)

b) Explain the term non-profit organization with relevant examples.

(9 marks)

**Question 2**

Discuss with relevant examples **FIVE (5)** promotional strategies used by businesses to promote their product and services.

(25 marks)

**Question 3**

Explain the following terms with appropriate examples:

- a) Marketing mix
- b) Product concept
- c) Societal marketing concept
- d) Market segmentation
- e) Demographic segmentation

(25 marks)

**Question 4**

- a) Zoey wishes to open a new hotel to cater the needs of everyone. Discuss the **FIVE (5)** important factors to be considered in deciding the facility location. (15 marks)
- b) Define Just In Time (JIT). (5 marks)
- c) List **FIVE (5)** benefits of Just in Time (JIT) system. (5 marks)

**Question 5**

- a) Differentiate personnel management and human resource management. (5 marks)
- b) Discuss the **FOUR (4)** steps in the human resource planning process. (20 marks)

**Question 6**

- a) Management is the process of achieving organisational goals by engaging in the four major functions. Explain the **FOUR (4)** management functions with appropriate examples. (16 marks)
- b) Explain the **THREE (3)** management levels in an organization. (9 marks)

~ The End ~