

**FINAL**  
Examination Paper

(COVER PAGE)

Session : AUGUST 2018

Programme : Diploma In Business (DIB)  
Diploma In Mass Communication (DMCN)

Course : **BUS1100: Introduction To Business**

Date of Examination : 8 December 2018, (Saturday)

Time : 5:00pm – 7:00pm 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, Nur Shazliza, Lee Lily, and Jenny**

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 PROGRAMME (DHMN)  
BUS1100: INTRODUCTION TO BUSINESS  
FINAL EXAMINATION: AUGUST 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**

- (a) Profit organization and non-for-profit organization are important in today's business world. Explain these both types of organization and support it with relevant examples.  
(9 marks)
- (b) Businesses play an important role in shaping today's culture in society. Provide **FOUR (4)** reasons why business is important to society.  
(16 marks)

**Question 2**

Management involves the utilization of human and other resources in a manner that best achieve the firms' plans and objectives. Employees who are responsible for managing other employees or other resources serve as manager, even if their official title is different.

- (a) Describe the **FOUR (4)** basic functions of the management process. Illustrate your answers with appropriate example.  
(16 marks)
- (b) Explain the **THREE (3)** Levels of Management and their responsibilities.  
(9 marks)

### Question 3

You are the newly appointed Marketing Manager for Secret Recipe. You are in the midst of preparing a presentation to your Marketing Director.

- (a) Discuss **any TWO (2)** potential market segmentations to expand the existing business. (9 marks)
- (b) Explain how the **FOUR (4)** marketing mix can be utilized to achieve the company's goal. (16 marks)

### Question 4

Companies use the Just in Time (JIT) system to increase its efficiency and decrease waste by receiving goods only as they need them.

- (a) Define the concept of (JIT) system. (5 marks)
- (b) Discuss any **FOUR (4)** benefits of implementing (JIT) system. (20 marks)

### Question 5

Elaborate the **FIVE (5)** marketing concepts and philosophies that you have learnt with relevant examples. (25 marks)

### Question 6

- (a) Define the following terms. Illustrate your answers with appropriate example.
- i) Job analysis
  - ii) Job description
  - iii) Job specification

(6 marks)

(b) Describe the term 'collective bargaining'.

(4 marks)

(c) Discuss the **FIVE (5)** tactics used by the Union when a bargaining failed.

(15 marks)

~ The End ~

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