

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2019

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

Course : **BUS1100: Introduction To Business**

Date of Examination : December 8, 2019 (Sunday)

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 Raj Sundram**, Michelle Hoong, Norzahirah bt Zakri,
And Katrina Claire Reyes

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 PROGRAMME (DMCN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: AUGUST 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

Briefly explain the **TEN (10)** managerial roles.

(Total: 25 marks)

Question 2

Explain any **FIVE (5)** internal environment forces which may positively or negatively affect a large corporation like PETRONAS in Malaysia.

(Total: 25 marks)

Question 3

Ali plans to set-up a new business venture after he completes his diploma in Business studies next year. He decides to open a grocery shop near his home. Explain **FIVE (5)** benefits of a business to society if Ali decides to start the grocery shop.

(Total: 25 marks)

Question 4

(a) Briefly explain the **THREE (3)** types of short-term loans.

(13 marks)

(b) Explain **TWO (2)** advantages and **TWO (2)** disadvantages of borrowing from a bank.

(12 marks)

(Total: 25 marks)

Question 5

- (a) Explain the following terms:
- (i) Personnel management and Human Resource management
 - (ii) Compensation and benefit (12 marks)
- (b) Explain the **TWO (2)** types of training with appropriate examples. (13 marks)
- (Total: 25 marks)**

Question 6

- (a) Define market segmentation. (3 marks)
- (b) Under demographic segmentation, explain **FOUR (4)** demographic variables with examples. (12 marks)
- (c) Explain the following terms:
- (i) Psychographic segmentation
 - (ii) Behavioral segmentation (10 marks)
- (Total: 25 marks)**

~The End~