

**FINAL**  
**ALTERNATIVE ASSESSMENT**  
(COVER PAGE)

Session	:	August 2020
Programme	:	Diploma in Business (DIB) Diploma in Finance (DIF/DFIN) Diploma in Marketing (DMKT) Diploma in E-Commerce (DEC) Diploma in Entrepreneurship (DENT) Diploma in Hotel Management (DHM)
Course	:	<b>BUS1100 : Introduction To Business</b>
Date of Examination	:	
Time Start	:	December 14, 2020 (Monday) @ 10am
Time End	:	December 15, 2020 (Tuesday) @ 10am
Duration	:	24 Hours
Special Instructions	:	This paper consists of <b>FOUR (4)</b> questions. Answer <b>ALL</b> questions
Material permitted	:	Nil
Material provided	:	Nil
Examiner(s)	:	<b>Michelle Hoong</b> ; Liam Vun Fui, Golbert Raj; Norzahirah Zakri
Chief Moderator	:	Christina Rathy

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
DIPLOMA IN FINANCE PROGRAMME (DIF/DFIN)  
DIPLOMA IN MARKETING PROGRAMME (DMKT)  
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)  
DIPLOMA IN ECOMMERCE PROGRAMME (DEC)  
DIPLOMA IN HOTEL MANAGEMENT (DHM)  
**BUS1100: INTRODUCTION TO BUSINESS**  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION  
24 HOURS

**Instruction:**

1. This paper consists of **FOUR (4)** questions. Answer **ALL** questions.
2. Your answers **MUST BE TYPED** using Microsoft Words. Your answers should be arranged in sequence (starting with Q1a, Q1b, Q2, etc.) and labelled properly.

**Question 1**

Lisa is a marketing manager in Bobby Boo Ltd and she always search for some new business opportunities to increase the market share. She is also busy look for creative ideas to develop new product for the company's expansion.

- a) Briefly explain the **TEN (10)** Mintzberg role which required by Lisa as a marketing manager.  
(20 marks)
- b) Identify **ONE (1)** Mintzberg role which Lisa is performing. Briefly justify your answer.  
(5 marks)

**Question 2**

BCB Co. is planning to launch its first education gaming smartphone to the market in next February. However, the CEO of BCB is worrying of the rivalry in the competitive market and he would like to know if the marketing department is able to target the correct group of potential customer. You as the manager for marketing department is required to present a market survey to the CEO as per following:

- a) Explain the **FOUR (4)** types of market segmentation for BCB Co. You are required to provide an appropriate example for each market segment.  
(20 marks)

- b) Explain **ONE (1)** most suitable market segment for BCB Co. to launch the new education gaming smartphone. You are required to further justify your selection. (5 marks)

**Question 3**

KDP Co. is planning to expand its business to global market to enlarge its market share and to build a global brand. The marketing manager is proposing to penetrate the global market by setting up its own subsidiary in the foreign country. The shareholders are interested with the plan and keen to know if the company has sufficient financial resources to support the plan.

- a) Briefly explain the **TWO (2)** major sources of finance that can be adopted by KDP Co. (5 marks)
- b) Based your answer in (a), list out **ONE (1)** type of fund which is suitable to finance this big project that is going to generate synergies for KDP Co. in the future years. (2 marks)
- c) Discuss in details the **THREE (3)** types of the fund mentioned in (b). Support your answers with an appropriate example for each type of fund. (18 marks)

**Question 4**

A local convenient store 100 Speed Mart is looking for business opportunities to diversify its business to Vietnam. Mr. Amid, the owner of 100 Speed Mart is not aware that the different business environment may affecting his plan to step out from Malaysia.

Explain to Mr. Amid any **FIVE (5)** external / macro business environment that might positively or negatively affected the business operations of 100 Speed Mart in Vietnam. Your answers must be relevant to the above-mentioned scenario.

(25 marks)

**-THE END-**

*BUS1100(F)/AUG2020*