

FINAL
Examination Paper

(COVER PAGE)

Session : JANUARY / MACRH 2018

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

Course : **BUS1100: Introduction To Business**

Date of Examination : 5 March, 2018 (Monday)

Time : 11:00 am – 1:00 pm 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**, Lawrence Shia, Shakila, Aliya Marnina and
Shazeel Ali

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 (DHMN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: JANUARY/ MARCH 2018 SESSION

Instruction: 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) Define factors of production. Explain any **FOUR (4)** factors of production.
(16 marks)
- (b) Provide **THREE (3)** reasons why business is important to society.
(9 marks)

Question 2

- (a) Management is the process of setting and achieving the organisational goals. Explain the **FOUR (4)** functions in management.
(16 marks)
- (b) Managers need critical skills set that is important to perform the duties and activities associated with being a manager. Discuss the **THREE (3)** skills involved for a successful organisation.
(9 marks)

Question 3

- (a) In planning and developing marketing strategies, it is important for the Marketing Manager to develop and execute the four basic components of the marketing mix. Explain in detail the **FOUR (4)** elements of marketing mix.
(16 marks)
- (b) List and discuss **THREE (3)** promotional methods by providing relevant examples for each method.
(9 marks)

Question 4

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

Question 5

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

(25 marks)

Question 6

- (a) Discuss **FOUR (4)** methods for external recruitment with relevant examples. (12 marks)
- (b) Discuss **FOUR (4)** methods used in selection process. (13 marks)

~ The End ~

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