

FINAL
Examination Paper

(COVER PAGE)

Session : January / February 2016

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

Course : BUS1100 : Introduction To Business

Date of Examination : March 16, 2016 (Wednesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Attempt any **THREE (3)** in the answer booklet provided.

All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Gilbert Raj Sundram, Ms. Vasanthi, Ms. Michelle Hoong,
Mr. Shazeel Ali, Ms. Nur Shazliza, Mr. Daniel Ong Tee Leong

Moderator : Dr. Shankar Chelliah

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

DIPLOMA IN BUSINESS/MASS COMMUNICATION/HOTEL MANAGEMENT
(DIB/DMCN/DHMN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: JANUARY / FEBRUARY 2016 SESSION

This paper consists of **SIX (6)** questions. Attempt any **THREE (3)** in the answer booklet provided. All questions carry equal marks.

Question 1

Explain the following concepts regarding Just-In-Time (JIT):

- (a) **FIVE (5)** main characteristics of JIT (20 marks)
- (b) **FOUR (4)** main benefits of JIT (13 marks)

Question 2

- (a) Discuss-profit organization and non-for-profit organization. Support your discussion with relevant examples. (8 marks)
- (b) Business organizations are strongly influenced by external forces. Identify and explain the **FIVE (5)** major company's *external environment* which would positively or negatively impact towards the company. Support your answers with relevant examples. (25 marks)

Question 3

With appropriate examples, explain the **FIVE (5)** different types of marketing philosophy. (33 marks)

Question 4

Managers require certain skills to perform duties and activities. Explain and discuss the **THREE (3)** skills needed at the **THREE (3)** different management levels in an organisation.

(33 marks)

Question 5

- (a) Describe and explain the 4 P's of "Apple Company". Provide relevant examples when explaining the marketing mix. (20 marks)
- (b) Explain **FOUR (4)** bases of market segmentation with appropriate example. (13 marks)

Question 6

- (a) Identify **TWO (2)** methods of recruitment. Briefly explain how these methods are carried out. (10 marks)
- (b) List with examples **TWO (2)** types of Compensation Programs (11 marks)
- (c) Information obtained through 'job analysis' is crucial to developing job description. Write a simple job description for an engineer. (12 marks)

~THE END~

