



**FINAL**  
**Examination Paper**

(COVER PAGE)

Session : January 2014

Programme : Diploma In Business (DIB)

Course : BUS1100 / SGM1143 : Introduction To Business

Date of Examination : March 11, 2014

Time : 2:00pm – 4:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Answer any **FOUR (4)** structured questions.

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Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr. Borhan Bin Abdullah, Michelle Hoong Lai San.

Moderator : Dr. Shankar Chelliah

This paper consists of 4 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS

BUS1100: INTRODUCTION TO BUSINESS  
FINAL EXAMINATION: JANUARY 2014 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**

- (a) An economic system is a nation's system for allocating its resources among its citizens, both individual and organizations. Economic systems differ in the ways in which they manage the **FIVE (5)** factors of production. Describe the **FIVE (5) factors of production**. (10 marks)
- (b) State in your own words how *demand* and *supply* affect resource distribution with the aid of diagram. (10 marks)
- (c) Describe the terms of profit and non-profit business. (5 marks)

**Question 2**

- (a) Recommend an appropriate form of business ownership for the below situations:
- (i) Four physicians wish to start a practice together, and each for them is not concerned to have limited liability. (2 marks)
- (ii) Linda wants to open her own convenience store and aspires to have complete control over the business. (7 marks)
- (b) Describe the forms of business ownership which you have recommended for (a). (10 marks)
- (c) Explain **TWO (2) advantages** and **TWO (2) disadvantages** for each of the form of business ownership based on (a). (6 marks)
- (d) Differentiate the terms of communism and socialism. (6 marks)

**Question 3**

- (a) Define the term '*Globalization*'. (2 marks)
- (b) Do you agree that going international has becoming an important factor to expand the business? (8 marks)
- (c) Describe the **FIVE (5)** forms of *International Organizational Structures*. Support your answers with appropriate examples. (15 marks)

**Question 4**

- (a) Managers oversee the use of all the resources in their respective firms. All respects of a manager's job are interrelated. In fact, any given manager is likely to be engaged in each of the management activities in an organization's financial, physical, human and information resources to achieve its goals.

Describe the **FOUR (4)** activities that constitute the *management process* with appropriate examples.

(12 marks)

- (b) In most of the firms, strategy is made for achieving organization goals. Explain the **THREE (3)** major *types of strategy* that are usually considered by a company. (9 marks)
- (c) What are the differences between **SALES** and **MARKETING**? (4 marks)

**Question 5**

Abraham Maslow's hierarchy of human needs model proposed that people have several different needs that they attempt to satisfy in their work. He classified these needs into five basic types and suggested that they can be arranged in the hierarchy of importance.

- (a) Illustrate through drawing the Maslow's hierarchy of needs. (5 marks)
- (b) Explain each of the human need with examples. (20 marks)

**Question 6**

- (a) Marketing strategies are not determined unilaterally by any business, not even by experienced marketers. Rather, they are strongly influenced by powerful outside 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 real-life examples.

(15 marks)

- (b) What are the **FOUR (4)** P's of the marketing mix? Explain each of the concepts.

(10 marks)

**--THE END--**

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