

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

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

Course : **BUS1100: Introduction To Business**

Date of Examination : 10 March, 2017 (Friday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Gilbert Sundram, Sharniza Mahat and Daniel Ong**

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 PROGRAMME (DHMN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: JANUARY 2017 SESSION

Instruction: This paper consists of **SIX (6)** questions. Answer any **THREE (3)** questions 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)

(Total: 33 marks)

Question 2

A business is surrounded by external forces which will affect its operations. Define **FIVE (5)** of these external forces and give examples of how the forces affect a business operations.

(33 marks)

Question 3

You have been promoted as a Marketing Manager in Starbucks Company. You were asked to develop a marketing strategy that can be used to sell and promote the new products introduced by Starbucks. As part of the plan, there is important information that needs to be considered. You are required to answer the questions below:

- (a) Explain **TWO (2)** types of pricing strategy that you would like to propose for the new products. (8 marks)
- (b) Explain any **TWO (2)** types of promotion mix that can be used to attract customers to increase the company sales. Give appropriate examples. (10 marks)

- (c) Briefly explain any **THREE (3)** marketing philosophies that would suit the company's products.

(15 marks)

(Total: 33 marks)

Question 4

- (a) Define management.

(5 marks)

- (b) Explain the **THREE (3)** Management Levels. Support your explanation with relevant examples for each level of managers.

(12 marks)

- (c) Explain the **FOUR (4)** Functions of Management.

(16 marks)

(Total: 33 marks)

Question 5

- (a) Define the following terms. Explain your answers with appropriate example.

- i) Job analysis
- ii) Job description
- iii) Job specification

(12 marks)

- (b) Describe the term 'collective bargaining'.

(6 marks)

- (c) Discuss the **FIVE (5)** tactics used by the trade unions when bargaining failed.

(15 marks)

(Total: 33 marks)

Question 6

Your friend's company is experiencing cash flow shortages. Give him **FOUR (4)** suggestions on solving cash flow shortages.

(33 marks)

~ The End ~

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