

FINAL
Examination Paper

(COVER PAGE)

Session : January 2020

Programme : Diploma In Business Program (DIB)
Diploma IN Finance (DIF)
Diploma In Marketing (DMKT)
Diploma In Entrepreneurship (DENT)

Course : **BUS1100: Introduction To Business**

Date of Examination : March 20, 2020 (Friday)

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer all **FOUR (4) Structured questions** in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Michelle Hoong**, Claudine Shalini Kenel, Kathleen Bagah and
Chong Poh Ling

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)
DIPLOMA IN FINANCE PROGRAMME (DIF)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: JANUARY 2020 SESSION

Instruction: This paper consists of **FOUR (4)** questions. Answer **ALL** questions in the answer booklet provided. All questions carry equal marks.

Question 1

If a business wants to be successful in the marketplace, it is necessary for them to fully understand what factors influence on the development of their company. Examining the business environment is considered the most important task for an enterprise before launching any strategic marketing plan.

Identify and discuss any **THREE (3)** external business environment and any **THREE (3)** internal business environment factors which would affect the company. Provide relevant examples in the discussion.

(25 marks)

Question 2

(a) Differentiate for-profit organization and non-for-profit organization. Support your answer with relevant examples.

(8 marks)

(b) Discuss public sector and private sector. Provide an example for each sector.

(8 marks)

(c) Explain any **THREE (3)** contribution of a business contribute to society.

(9 marks)

(Total 25 marks)

Question 3

(a) The Coca-Cola Company is an American Multinational Corporation, and manufacturer, retailer, and marketer of non-alcoholic beverage which has variation such as concentrates and syrups. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia.

Explain and define the marketing mix of the Coca-Cola Company with examples.

(16 marks)

(b) Compare between “Product concept”, “Marketing concept” and “Societal Marketing concept” with examples.

(9 marks)

(Total 25 marks)

Question 4

- (a) Identify and explain any **FIVE (5)** functions of human resource management. (10 marks)
- (b) As a human resource manager of a telecommunication company, you are required to plan incentive programs for the customer service employees in the organization.

Explain **FIVE (5)** suitable incentive programs for customer service employees with relevant examples.

(15 marks)

(Total 25 marks)

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