



**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2013

Programme : Diploma In Business (DIB)

Course : **BUS1100 : Introduction To Business**

Date of Examination : March 8, 2013

Time : 8:00am -- 10:00am 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. Goh Wai Meng

Moderator : Dr. Shankar Chelliah

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

INTI INTERNATIONAL COLLEGE SUBANG  
DIPLOMA IN BUSINESS PROGRAMME (DIB)  
BUS1100: INTRODUCTION TO BUSINESS  
FINAL EXAMINATION: JANUARY 2013 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) List and describe the **FIVE (5)** economic resources (factors of production)  
(15 marks)
- (b) Give **TWO (2)** reasons why business important to society.  
(10 marks)

**Question 2**

- (a) What are the key differences between an unincorporated company and incorporated company?  
(10 marks)
- (b) Allan is in the midst of setting up a business entity which will be specializing on organic vegetables which will be locally sourced. Being a personal friend of Allan, you have advised him to set up a sole proprietorship for this newly formed business venture. However, Allan is not convinced.

List and discuss **FIVE (5)** key advantages of a sole proprietorship in order to convince him.  
(15 marks)

**Question 3**

- (a) What are the **FIVE (5)** marketing concept and philosophies?  
(20 marks)
- (b) Using McDonald's as the organization of choice, how the relevant marketing concept helps McDonald's ?  
(5 marks)

**Question 4**

- (a) Robert Bosch, a multinational company located in Bayan Lepas Industrial Zone will be expanding its solar panel manufacturing plant in Batu Kawan. Identify and discuss the **FOUR (4)** factors that influence location decisions. (16 marks)
- (b) When an organization decides to move out from the current location to a foreign country, list and elaborate any **THREE (3)** factors that an organization should be aware when determining relocation. (9 marks)

**Question 5**

- (a) Vincent has completed his bachelor's degree in Finance. He was enlightened by one of his seniors that there are a few key responsibilities in Corporate Finance. Identify and describe **THREE (3)** responsibilities in the field of Finance. (9 marks)
- (b) When an organization decides to purchase a capital equipment, the organization will have to make a decision whether to lease, borrow, or use cash to purchase the said equipment. List and briefly elaborate the **FIVE (5)** factors that are used when making such decision. (16 marks)

**Question 6**

As part of human resource management, performance appraisals are conducted by managers with the employees during the year end to determine appropriate rewards, promotion, profit sharing rate and benefits such as share options based on merit for the whole year.

- (a) Identify and describe the **FOUR (4)** appraisal methods that may be used to determine the performance of an employee. (20 marks)
- (b) For employees who did NOT fare well in their annual appraisal, these employees will have to undergo training. List and briefly describe the **TWO (2)** methods of training that can be used to enhance these employees. (5 marks)

**-THE END-**

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