



FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Business/Finance/Entrepreneurship (DIB/DIF/DENT)
Diploma In Mass Communication (DMCN)
Diploma In Hotel Management (DHMN)

Course : **BUS1100 /SGM1143: Introduction To Business**

Date of Examination : 28 July, 2016 (Thursday)

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) : **Michelle Hoong, Gilbert Sundram, Lee Lily,**
Aliya Marnina Binti Amirudin, Nur Shazliza Mohd Azeman,
and Anthea Matanjun

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN FINANCE (DIF)
DIPLOMA IN ENTREPRENEURSHIP (DENT)
DIPLOMA IN MASS COMMUNICATION (DMCN)
DIPLOMA IN HOTEL MANAGEMENT (DHMN)
BUS1100/SGM1143: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: APRIL 2016 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

- (a) Explain how product concept differs from production concept. (8 marks)
- (b) Define and explain the following terms: (25 marks)
- i. Target Market
 - ii. Product
 - iii. Promotion
 - iv. Segmentation
 - v. Demographic segmentation

Question 2

Elaborate the following terms with examples.

- (a) Internal Economies of Scale
 - (b) Internal Diseconomies of Scale
 - (c) External Economies of Scale
 - (d) External Diseconomies of Scale
 - (e) Just-in-time Production
- (33-marks)

Question 3

- (a) Define the term 'collective bargaining'.
(5 marks)
- (b) Explain the **FIVE (5)** possible actions taken by labor when bargaining fails.
(20 marks)
- (c) Job analysis is a systematic analysis that results in **TWO (2)** important elements in today's workforce. Briefly identify and explain these elements.
(8 marks)

Question 4

- (a) Differentiate Venture capital, working capital and investment. Support your answers with relevant examples.
(15 marks)
- (b) Explain the **THREE (3)** main sources of long-term funds with relevant examples.
(18 marks)

Question 5

Define and discuss any **FIVE (5)** external environment forces that may have an impact on a large corporation like PROTON Berhad.
(33 marks)

Question 6

Roles are specific actions or behaviors expected of a manager. Mintzberg identified 10 roles grouped around interpersonal relationships, the transfer of information, and decision making. Explain the **TEN (10)** managerial roles with relevant examples.
(33 marks)

