

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2017

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

Course : BUS1100: Introduction To Business

Date of Examination : 02 August, 2017 (Wednesday)

Time : 2:00pm – 4:00pm 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, Christina Rathy Anthony Samy,
Michelle Hoong Lai San, Nur Shaliza, Nelly , Eti Farah

Moderator : Dr Shankar Chelliah

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN MASS COMMUNICAION PROGRAMME (DMCN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL EXAMINATION: APRIL 2017 SESSION

This paper consists of **SIX (6)** questions. Attempt any **THREE (3)** in the answer booklet provided. All questions carry equal marks.

Question 1

- a) Explain profit organization and non-for-profit organization. Support your discussion with relevant example. (8 marks)

- b) Define any **FIVE (5)** External environment forces. Explain how these environment forces affect Pizza Hut Malaysia. (25 marks)

Question 2

- a) Discuss the **FOUR (4)** elements of marketing mix deployed by Golden Screen Cinema. (20 marks)

- b) Identify and explain any **FOUR (4)** market segmentation categories. (13 marks)

Question 3

- a) Most organizations provide regular training and development programs for managers and employees. Describe the **TWO (2)** types of training provided. (9 marks)

- b) Identify **TWO (2)** methods of recruitment. Briefly explain how these methods are carried out. (9 marks)

- c) Explain with examples **THREE (3)** types of compensations that exists in a large or established organization. (15 marks)

Question 4

Discuss the **TEN (10)** roles of a manager introduced by Henry Mintzberg with examples.

(33 marks)

Question 5

Toyota was one of the companies that adopted the JIT concept in the manufacturing of cars. Explain the following in regards of (JIT):

a) **FIVE (5)** main characteristics of JIT

(15 marks)

b) **SIX (6)** benefits of JIT

(18 marks)

Question 6

a) Define what is a budget. Explain any **THREE (3)** advantages of setting a budget for an organization.

(16 marks)

b) Compare Secured short-term loans and Unsecured short-term loans. Provide example for each loan.

(10 marks)

c) Differentiate between venture and working capital.

(7 marks)

~The End~

