

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : August 2021

Programme : Diploma in Business (DIB)
Diploma in Finance (DIF)
Diploma in Ecommerce (DEC)
Diploma in Marketing (DMKT)
Diploma in Hotel Management (DHM)
Diploma in Accounting (DIAN)
Diploma in Mass Communication (DMCN)

Course : BUS1100: Introduction to Business

Date of Examination : 9 December 2021 (Thursday)

Time : 4.00pm – 6.30pm Reading Time : Nil

Duration : 2 Hours 30 Minutes

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer **ALL** questions.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : Michelle Hoong, Shazeel Ali, Lily Lee, Cedric Choong, Lee Hui Ping, Mohd Saidi

Chief Moderator : Gilbert Raj Sundram

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN ECOMMERCE PROGRAMME (DEC)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
DIPLOMA IN HOTEL MANAGEMNT PROGRAMME (DHM)
DIPLOMA IN ACCOUNTING PROGRAMME (DIAN)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION

Instruction:

1. This paper consists of **FOUR (4)** questions. Answer **ALL** questions.
2. Answers need to be **analytical and evaluative**, and should be **handwritten** in **BLACK INK** on **A4 full scape paper**. Arrange your answers in sequence (starting with Q1a, Q1b, Q2, etc.) and labelled properly.
3. Once completed, scan with *CamScanner* and submit to “Alternative Assessment Submission” portal in the Blackboard.
4. Kindly adhere to the time limit. **Late submission will strictly not be accepted.**

Question 1

- a) Utility refers to a product’s ability to satisfy a human want or need in terms of form, time and place.

Discuss the **THREE (3)** types of utility with relevant examples.

(15 marks)

- b) Operations Process are sets of methods and technologies used to produce a good or a service.

Using relevant examples, discuss any **TWO (2)** production processes for tangible goods.

(10 marks)

Question 2

Danny has recently inherited his family restaurant business. The business has been struggling to stand among its competitors. It is an old restaurant that serve hearty meals to its neighborhood. The quality of food served is consistent, but the volume of daily transactions does not grow. Danny is determined to revive his family business. However, he needs some inputs on his marketing strategies.

- a) Discuss the **FOUR (4)** marketing mix strategies to guide Danny on his plan. Provide examples that is best suited to the restaurant context for each marketing mix element. (16 marks)
- b) Explain to Danny how he can use any **THREE (3)** target marketing strategies to serve his targeted customers better. (9 marks)

Question 3

D' Lamor is a multinational apparel company. The company is planning to organize a yearly corporate social responsibility (CSR) activity with a local non-profit organization. Adeline is a newly promoted project leader and the main person in-charge for this activity. She needs some advice from you as she is new to the managerial role.

- a) Explain to Adeline with appropriate examples, the **FOUR (4)** functions of management required in this CSR activity. (16 marks)
- b) Explain to Adeline any **THREE (3)** managerial skills which are essential in executing the CSR activity. (9 marks)

Question 4

Recruitment Advertisement

Physiotherapist

Job Highlights

- Attractive Basic and Commission based Salary Scheme
- Guaranteed Career Growth & Development within The Company
- Fun, fast and positive working environment.

Job Responsibility:

1. Organising therapeutic physical exercise sessions
2. Handle Patient Independently
3. Liaising with professionals such as doctors and surgeon
4. Providing education and advice about exercise and movement
5. Keeping up to date with the latest advancements in the profession

Job Requirement:

1. Minimum Diploma in Physiotherapy and above
2. Bilingual
3. Good Communication Skill
4. Basic Physiotherapy knowledge

Preferred Skill:

1. Expert in Exercise-Based Therapy
2. Good in Palpation Skill
3. Soft Tissue Therapy
4. Post Surgical Rehab
5. Neurodynamic Mobilisation
6. Joint Mobilisation
7. Scoliosis Specific Rehabilitation

- a) Based on the above recruitment advertisement, list any **THREE (3)** job description and any **THREE (3)** job specification for a physiotherapist.

(6 marks)

- b) Explain with examples, any **THREE (3)** sources of internal supply of labor and any **THREE (3)** sources of external supply of labor.

(19 marks)

~THE END~

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