

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : January 2022

Programme : Diploma in Business (DIB)
Diploma in Finance (DIF)
Diploma in Ecommerce (DEC)
Diploma in Marketing (DMKT)
Diploma in Entrepreneurship (DENT)
Diploma in Hotel Management (DHMN)
Diploma in Mass Communication (DMCN)

Course : BUS1100: Introduction to Business

Date of Examination : 8 March 2022 (Tuesday)

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, Lily Lee, Sabrina Mohd Hashim

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)
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DIPLOMA IN MARKETING PROGRAMME (DMKT)
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
BUS1100: INTRODUCTION TO BUSINESS
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 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

Jacky is running a travel agent business. Since the outbreak of COVID 19, the sales of travelling packages and air-tickets to overseas clients have been declining. In order to survive and maintain the competitive position in the industry, he plans to promote the campaign of “Having Holidays in Malaysia” package. Having known that you had learnt marketing before, he approached you for advice.

- a) Suggest any **TWO (2)** suitable market segments that Jacky should focus with relevant examples.
(9 marks)
- b) Explain any **FOUR (4)** promotional mix for Jacky to increase his sales with suitable examples for each promotional mix suggested above.
(16 marks)

Question 2

As a production supervisor, Mr. Woo determines the number of output units which his department will produce each week. On Monday, he informs his team that the schedule is going to be difficult this week due to the increased number of output units. He goes on to convince them that he is confident that they can fulfill the schedule and motivate them that they are tough, talented, and "when the going gets tough, they are the ones who get going." Each day during the week, Mr. Woo

checks the amount of output that the employees have completed and the number of units that have been rejected.

- a) Briefly explain which level of management Mr. Woo is holding. (5 marks)

- b) Discuss any **FOUR (4)** managerial skills that Mr. Woo is demonstrating for the above scenario. Support your answer with relevant justification. (20 marks)

Question 3

- a) Eliza is a passionate chef and has a plan to open a new café. Her idea is to incorporate traditional French pastries with a modern twist. Examine **FIVE (5)** important factors that she needs to consider when deciding the location of her café. (10 marks)

- b) Discuss **FIVE (5)** advantages of implementing Just in Time (JIT) system to Eliza's café business. (15 marks)

Question 4

AABC Sdn Bhd is planning to hire a few marketing internship to help out the upcoming festival marketing campaign. Jenny as the new marketing administrative is assigned to prepare the marketing internship hiring advertisement.

- a) With referring to the below list, carefully identify **FOUR (4)** job description and **FOUR (4)** job specification for the internship for marketing position.

- Creative, communication, creativity, teamwork, analytical, time management
- Research current market trends on competitor analysis and info technology to support management decision making
- Identify ways to improve the company's marketing efforts
- Must possess or currently pursuing a Diploma or Bachelor's Degree in Marketing or equivalent
- Manage the companies' social media accounts and engage with followers
- Must possess own transport
- Good Working Environment
- Write content for marketing materials
- Good knowledge of in market survey & business minded
- Business Under "Essential Services" ISO 9001 : 2015 Certified

(8 marks)

- b) Explain to Jenny the **FOUR (4)** steps of human resource planning process with relevant examples.

(17 marks)

~THE END~

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