FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

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

Course : BUS1100 / SGM1143 : Introduction To Business

Date of Examination : December 8, 2014

Time : 2:00pm – 4:00pm  Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Answer any FOUR (4) structured questions.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr. Gilbert Raj Sundram, Amalia Amschia Mosikon, Ng Huey Miin, Francis De Cruz, Matheni Menon.

Moderator : Dr. Shankar Chelliah

This paper consists of 3 printed pages, including the cover page.
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) Define factors of production. (1 mark)
(b) Identify and explain the FIVE (5) factors of production. (15 marks)
(c) Briefly explain TWO (2) reasons why business is important to society. (9 marks)

Question 2

(a) Describe the importance of customers in a manager's job. (9 marks)
(b) List and explain the FOUR (4) basic functions of management. (8 mark)
(c) Briefly discuss the difference between efficiency and effectiveness. (8 marks)

Question 3

(a) Describe the 4 Ps of the marketing mix, how they are used by management, and how they relate to each other. (16 marks)
(b) List and discuss THREE (3) promotional methods by quoting suitable examples for each method. (9 marks)
Question 4

(a) Define supply chain and explain how supply chain management creates competitive advantage.  
(15 marks)

(b) Briefly describe FOUR (4) functions of marketing channels.  
(10 marks)

Question 5

Your friend’s company is experiencing cash flow shortages. Give FOUR (4) suggestions towards solving cash flow shortages.  
(25 marks)

Question 6

(a) How do human resource managers use job analysis for human resource planning?  
(10 marks)

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

(Total: 25 marks)

-THE END-
BUS1100(F)Aug2014