FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

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

Course : BUS1100 / SGM1143: Introduction To Business

Date of Examination : December 7, 2015

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Attempt any THREE (3) in the answer booklet provided.

All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mr. Gilbert Raj Sundram, Ms. Nur Aisyah, Mr. Ng Huey Miin,
Mr. Denise Choong

Moderator : Dr. Shankar Chelliah

This paper consists of 3 printed pages, including the cover page
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**Question 1**

Explain the following concepts regarding Just-In-Time (JIT):

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

(b) **FOUR (4) main benefits of JIT**

**Question 2**

A business is surrounded by external forces which will affect its operations. Define **FIVE (5) of these external forces** and give examples of how the forces affect a business operations.

**Question 3**

(a) **Explain the FOUR (4) functions of management.**

(b) **Explain FOUR (4) types of Basic Management Skills that is required for managers.**

**Question 4**

Define and elaborate the following terms used in the Marketing Mix with appropriate examples:

(i) Product
(ii) Price
(iii) Place
(iv) Promotion
Question 5

(a) List with explanation the TWO (2) ways in which managers can develop the workforce
(12 marks)

(b) List with examples TWO (2) types of Compensation Programs for employees.
(12 marks)

(c) Define Recruitment and list TWO (2) ways in which a business can recruit staffs
(9 marks)

Question 6

(a) Describe the TWO (2) primary sources of debt financing.
(12 marks)

(b) Compare THREE (3) differences between working capital and investment capital.
(21 marks)