



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DGN2303 Introduction to Business**
 Semester & Year : January - April 2017
 Lecturer/Examiner : Mr. Philip Kwan
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (30 marks) : THIRTY (30) multiple choice questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
 - PART B (70 marks) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 9 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Identify the different role of information systems and briefly describe how businesses using it.
(14 marks)

2. Explain **FOUR (4)** strategies that are crucial in maintaining motivated a workforce in your organisation.
(14 marks)

3. Identify how small businesses can benefit from the understanding of marketing mix.
(14 marks)

4. State **THREE (3)** factors why informal communication playing a growing role in business organisation with appropriate example.
(14 marks)

5. Discuss the interpersonal roles of managers and how those roles affect the organisation.
(14 marks)

END OF EXAM PAPER