



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BUS1303 Introduction to Business**  
Trimester & Year : January – April 2018  
Lecturer/Examiner : Ng Boon Aun  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (70 marks) : FIVE (5) short answers. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 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.

**Total Number of pages = 8 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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1. Define each of the following terms.

- a. Ethics
- b. Organizing
- c. First mover advantage
- d. Marketing mix
- e. Penetration pricing

(10 marks)

2. "As exporters and importers gain experience and grow, many move to the next level of involvement".

Discuss the **THREE (3)** levels of international involvement of a company. Provide relevant examples to support your answer given.

(15 marks)

3. Identify and describe the **THREE (3) disadvantages** of operating a franchise business. Provide specific examples to support your answer.

(15 marks)

4. "In addition to fulfilling numerous roles, managers also need a number of specific skills if they are to succeed."

Identify and explain **THREE (3)** basic managerial skills that are expected of a manager. Provide relevant examples to support your answer.

(15 marks)

5. "When a product reaches the market, it enters the product life cycle (PLC), a series of stages through which it passes during its commercial life. When a product reaches maturity or decline stages, companies must plan carefully to extend the product life."

Illustrate **THREE (3)** methods on how businesses can extend the product life. Provide examples to support your answer.

(15 marks)

**END OF EXAM PAPER**