



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **DGN 2303 INTRODUCTION TO BUSINESS**
Semester & Year : May-August 2016
Lecturer/Examiner : Ms. Faridah Hanum Amran
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (25 marks) : TWENTY FIVE (25) multiple-choice questions. Answers are to be written in the Answer Booklet provided.
PART B (75 marks) : FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 12 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1

- a. Briefly describe the **TWO (2)** types of return that shareholders will receive from company that are making profits. (5 Marks)
- b. Identify **TWO (2)** reasons for investing money. (5 Marks)
- c. Briefly explain the risk-return relationship. (5 Marks)

[Total: 15 marks]

Question 2

- a. Briefly discuss **TWO (2)** users of accounting information. (5 Marks)

- b. State **TWO (2)** differences between financial accounting and managerial accounting. (5 Marks)

- c. List **TWO (2)** uses of Forensic Accounting. (5 Marks)

[Total: 15 marks]

Question 3

- a. Briefly describe **FIVE (5)** information technology risks and threats. (5 Marks)
- b. Discuss **TWO (2)** ways of using Information technology for communication at different places. (5 Marks)
- c. Identify **TWO (2)** impacts of information technology for conducting businesses. (5 Marks)

[Total: 15 marks]

Question 4

- a. Briefly discuss **THREE (3)** promotion tools adopted by company for reaching target market effectively.
(6 Marks)
 - b. Differentiate between mass marketing and niche marketing.
(5 Marks)
 - c. List **TWO (2)** techniques for effective marketing communication.
(4 Marks)
- [Total: 15 marks]**

Question 5

- a. List and briefly describe **THREE (3)** characteristics of a corporation
(6 Marks)
- b. Name **TWO (2)** advantages of forming partnership over sole proprietorship.
(4 Marks)
- c. Briefly describe **TWO (2)** advantages of franchising from a franchisee point of view.
(5 Marks)

[Total: 15 marks]

END OF QUESTION PAPER