



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BUS1303 Introduction to Business**
Semester & Year : May - August 2017
Lecturer/Examiner : Ng Boon Aun
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : Answer all FIVE (5) short answer 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 = 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.

1. Define each of the following terms.

- a. Organizational stakeholders
- b. First mover advantage
- c. Franchise
- d. Planning
- e. Market offerings

(10 marks)

2. Identify **THREE (3)** common reasons for failure of small-business start-ups. Support your answer with relevant examples.

(15 marks)

3. "There are four stances that an organization can take concerning its obligations to society fall along a continuum, ranging from the lowest to the highest degree of socially responsible practices."

Identify and explain **THREE (3)** approaches to social responsibility of a company. Provide relevant examples to support your answer.

(15 marks)

4. "A manager is someone who coordinates and oversees the work of other people so that organizational goals can be accomplished."

Identify and describe **THREE (3)** types of managers commonly available in a business organization. Provide relevant examples to support your answers.

(15 marks)

5. "With the advancement of internet technology, many business organizations started to turn their attention to digital marketing. Despite all the benefit of digital marketing, organizations are warned too about the potential disadvantages of digital marketing."

Briefly explain **THREE (3)** advantages of digital marketing to a business organization. Provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER