



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **BUS1023 Introduction to Business**  
Semester & Year : January – April 2023  
Lecturer/Examiner : Wan Ahmad Asrar Nik @ Wan Yahya  
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. Shade your answer in the Multiple-Choice Answer Sheet provided. You are advised to use a 2B pencil.**

**PART B (70 marks) : 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 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 = 7 (Including the cover page)**

**PART B**  
**INSTRUCTION (S)**

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

: Answer all **FIVE (5)** short answer questions.

Write your answers in the Answer Booklet (s) provided.

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**Question 1**

- a) Define business. (1 mark)
- b) Describe **THREE (3)** factors of production. (6 marks)
- c) Explain **THREE (3)** benefits of business. (3 marks)

**[Total: 10 marks]**

**Question 2**

- a) Classify **THREE (3)** business sectors in an economy. (3 marks)
- b) Identify **THREE (3)** legal forms of business organization. (3 marks)
- c) Give **THREE (3)** examples of stakeholders. (3 marks)
- d) Explain **THREE (3)** areas of corporate social responsibilities. (3 marks)

**[Total: 12 marks]**

**Question 3**

- a) Define management. (1 mark)
- b) Describe **THREE (3)** management functions. (6 marks)
- c) Identify **TWO (2)** types of departmentalization. (2 marks)
- d) Explain **THREE (3)** sources of external recruitment. (3 marks)
- e) State **FOUR (4)** reasons why people work. (4 marks)

**[Total: 16 marks]**

**Question 4**

- a) Explain **FOUR (4)** ways a market can be segmented. (4 marks)
- b) Describe **THREE (3)** reasons a business need a finance. (6 marks)
- c) State **THREE (3)** benefits of increasing productivity. (3 marks)
- d) Give **THREE (3)** examples of companies that are involved in primary industry. (3 marks)

**[Total: 16 marks]**

### Question 5

Ali rents a shop lot selling mobile phone accessories. He buys in items from large wholesalers. His only other variable cost is the pay of his sales assistant who receives a small payment for each item he sells. Ali wants to expand his business and he has found out that there is an empty shop near his home. The fixed costs of the shop are three times greater than those of the current shop.

- a) Identify **TWO (2)** fixed costs that Ali has. (2 marks)
- b) Explain **TWO (2)** ways in which Ali could reduce the breakeven level of sales from his shop. (2 marks)
- c) Illustrate **THREE (3)** pricing strategies that Ali can use so that his prices remain competitive. (6 marks)
- d) Describe **TWO (2)** reasons why large mobile phone accessories retailers can sell at a lower average cost than Ali can. (4 marks)
- e) Would you suggest for Ali to close his current shop and rent the new shop instead? Justify your answer. (2 marks)

**[Total: 16 marks]**

**END OF EXAM PAPER**