



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1303 Introduction to Business**
Semester & Year : January 2023 – April 2023
Lecturer/Examiner : Goh Poh Kim
Duration : 2 Hours

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 A : MULTIPLE-CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : Answer all **THIRTY (30)** multiple-choice questions. Answers are to be written in the Multiple-Choice Answer Sheet provided.

END OF PART A

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. Promotion
- b. Focus Group
- c. Top Manager
- d. Planning
- e. Omni Channels

(10 marks)

2. Market segmentation is an important process for a company to better position their products. Explain **THREE (3)** essential variables used by a company to do market segmentation.

(15 marks)

3. Capital is an important factor for an entrepreneur to start the business. Provide **THREE (3)** methods an entrepreneur can raise its capital.

(15 marks)

4. You are running an F&B restaurant. Describe **THREE (3)** external environment factors that will have a great impact on your restaurant. Provide relevant example for each external environment.

(15 marks)

5. There are **THREE (3)** roles play by Managers. Explain the roles by providing with suitable example for each role.

(15 marks)

END OF EXAM PAPER