



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 – April 2024
Lecturer/Examiner : Suhada Ishak
Duration : 2 Hours

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 = 8 (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.

Question 1

Define each of the following terms:

- a. Marketing
- b. Liability
- c. Delegation
- d. Balance Sheet
- e. Omni Channels

(10 marks)

Question 2

Discuss **FIVE (5)** major dimensions and elements of the external environment as it affects businesses today.

(15 marks)

Question 3

There are several key skills that are critical for effective management skills. Elaborate **FIVE (5)** basic management skills.

(15 marks)

Question 4

Describe **FOUR (4)** key functions of Human Resource Management in an organization and explain how these functions can impact organizational performance.

(20 marks)

Question 5

- a. Explain the purpose of a balance sheet in business. (4 marks)
- b. Describe balance sheet structure by identifying its **THREE (3)** main components and how these components reflect the financial position of a business. (6 marks)

END OF EXAM QUESTIONS