



Private & Confidential

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 : January- April 2016
Lecturer/Examiner : Marina Mohd Nor
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : FIVE (5) short answer questions. Answer all questions. Answers are to be written in the Answer Booklet provided.
PART B (75 marks) : THREE (3) long essay questions. Answer all 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (25 MARKS)

INSTRUCTION(S) : **FIVE (5)** short answer questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

1. Discuss **TWO (2)** purposes of goal setting in organizational success. (5 marks)
2. List and explain **TWO (2)** basic form of departmentalization. (5 marks)
3. Identify **TWO (2)** categories of operations planning. (5 marks)
4. Differentiate between 'Internal recruiting' and 'External Recruiting'? (5 marks)
5. Analyze the importance of Marketing Plan. (5 marks)

END OF PART A

PART B : ESSAY QUESTIONS (75 MARKS)

INSTRUCTION(S) : **THREE (3)** essay questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

1. Draw and explain the **FOUR (4)** stages of product life cycle with relevant examples.
(25 marks)
2. Elaborate the **FOUR (4)** basic function of management with relevant example of each function.
(25 marks)
3. Justify **FOUR (4)** components of marketing mix as it applies to small business.
(25 marks)

END OF EXAM PAPER