



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figure) :

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Student ID (In Words) : _____

Course Code & Name : **BUS 1303 Introduction to Business**
Trimester & Year : January – April 2019
Lecturer/Examiner : N.Rasanayagam
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 questions. 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.

PART B
INSTRUCTION(S)

: STRUCTURE-TYPE QUESTIONS (70 MARKS)

: Answer all FIVE (5) questions.

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

1. Explain what happens when the demand curve intersects with the supply curve.
(10 Marks)

2. Explain entrepreneurship and describe key entrepreneurial characteristics.
(15 Marks)

3. Discuss the **FOUR (4)** four main purposes of organizational goal setting.
(15 Marks)

4. Describe the stages in the product life cycle and methods for extending a product's life.
(15 Marks)

5. Discuss the impacts information technology has had on the business world.
(15 Marks)

END OF EXAM PAPER