



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **BUS1023 Introduction to Business**
Semester & Year : January – April 2020
Lecturer/Examiner : Ng Boon Aun
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

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

PART A : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Economists have identified four degrees of competition in a private enterprise system. Describe **THREE (3)** different degrees of competition. Support your answer with relevant examples.

(15 marks)

2. “When a product reaches the market, it enters the Product Life Cycle (PLC), a series of stages through which it passes during its commercial life. When a product reaches maturity or decline stages, companies must plan carefully to extend the product life.”

Explain **THREE (3)** methods on how businesses can extend the product life. Provide examples to support your answer.

(15 marks)

3. Discuss **THREE (3)** types of strategies commonly formulated by an organisation. Provide relevant examples for each type of strategies discussed.

(15 marks)

4. Describe all **FIVE (5)** needs listed in Abraham Maslow’s Hierarchy of Needs.

(15 marks)

5. Describe any **THREE (3)** principles of the marketing mix. Support your answers with relevant examples.

(15 marks)

END OF PART A

PART B : ESSAY QUESTION (25 MARKS)

INSTRUCTION(S) : Answer **ONE (1)** essay question. Write your answers in the Answer Booklet(s) provided.

1. "Most companies strive to be responsible to their major stakeholders"

Discuss how companies can be socially responsible to **FIVE (5)** major stakeholders. Provide relevant examples to support your answers.

(25 marks)

END OF EXAM PAPER