



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BUS1303 Introduction to Business**  
Semester & Year : May – August 2023  
Lecturer/Examiner : Suhada Ishak  
Duration : 2 Hours

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**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.

**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.

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**Question 1**

Define each of the following terms:

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

**Question 2**

Many businesses have segmented their markets in order to better position their products. Explain **THREE (3)** essential variables of identifying market segmentation.

(15 marks)

**Question 3**

a) Define Management.

(3 marks)

b) Describe **FOUR (4)** management functions.

(12 marks)

**[Total 15 marks]**

**Question 4**

Explain **THREE (3)** “pricing tactics” that a business owner can apply to attract more sales.

(15 marks)

**Question 5**

Information Technology (IT) has many impacts on a business operation. Discuss **THREE (3)** such impacts.

(15 marks)

**END OF EXAM QUESTIONS**