



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **BUS1013 Introduction to Commercial Studies**
Semester & Year : May – August 2020
Lecturer/Examiner : Rosnah Mohamad Noor
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 answer in the Answer Booklet (s) provided.

Question 1

Explain briefly the following terms:

- i. Coercive power
- ii. Reward power
- iii. Legitimate power
- iv. Expert power
- v. Referent power

(15 marks)

Question 2

Define management. Explain the **FOUR (4)** functions of management.

(15 marks)

Question 3

Explain **FIVE (5)** importance of planning to an organization. Provide relevant examples for each of the importance.

(15 marks)

Question 4

Define control. Explain **FOUR (4)** important factors related to the importance of control in an organization.

(15 marks)

Question 5

Explain the concept of marketing and identify the **FIVE (5)** forces that constitute the external marketing environment.

(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.

Question 1

A manager is an expert in his or her field and is a support system for employees. Managers work within a business and work together as a team to achieve company goals. A manager is not a person who does a million things at once while employees take a back seat. It is vital for managers to delegate responsibilities to employees and assist them if they need help. Explain **FIVE (5)** important elements to become a successful manager with example.

(25 marks)

END OF EXAM PAPER