



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **BUS1303 Introduction to Business**
Semester & Year : May – August 2020
Lecturer/Examiner : Chris Ong
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. 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.

Total Number of pages = 8 (Including the cover page)

PART B**INSTRUCTION(S)****: SHORT ANSWER QUESTIONS (70 MARKS)**

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

1. Define each of the following terms:

- a. Niche
- b. Established Market
- c. Business Plan
- d. Franchise
- e. First Mover Advantage

(10 marks)

2. "There are four stances that an organization can take concerning its obligations to society fall along a continuum, ranging from the lowest to the highest degree of socially responsible practices." Explain **THREE (3)** stances to social responsibility of a company. Provide relevant examples to support your answer.

(15 marks)

3. "A manager is someone who coordinates and oversees the work of other people so that organizational goals can be accomplished." Describe **THREE (3)** types of managers' commonly available in a business organization. Provide relevant examples to support your answers.

(15 marks)

4. In the digital and fast moving era, managers need to have multitasking skill to be successful. You are required to discuss **FIVE (5)** common managerial skills and provide relevant examples for each discussion.

(15 marks)

5. Explain **THREE (3)** good characteristics of entrepreneur. Provide relevant examples to support your answer.

(15 marks)

END OF EXAM PAPER