



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BUS1013 Introduction to Commercial Studies**
 Semester & Year : September – December 2016
 Lecturer/Examiner : Mr. Philip Kwan
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 PART A (40 marks) : FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
 PART B (60 marks) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 of Hospitality 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 of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Identify **FIVE (5)** impacts of information technology has had on the commercial world.
(10 marks)

2. Discuss **FOUR (4)** managerial strategies that are vital to maintain a motivated workforce in a business environment.
(10 marks)

3. Briefly describe **THREE (3)** approaches for developing and evaluating employees in business context.
(10 marks)

4. List **SIX (6)** disadvantages of the sole proprietorship model.
(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Briefly explain the **FIVE (5)** guidelines to improve communication skills for business managers.
(20 marks)

2. Define marketing mix and describe **FOUR (4)** main components of the marketing mix.
(20 marks)

3. Discuss the **FOUR (4)** indicators that can be used to measure motivation in a workplace setting.
(20 marks)

END OF EXAM PAPER