

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DGN 2303 INTRODUCTION TO BUSINESS**
Trimester & Year : September - December 2016
Lecturer/Examiner : Ms. Faridah Hanum Amran
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. Answers are to be written in the Answer Booklet provided.
PART B (75 marks) : FIVE (5) short answer type questions. Answer ALL questions in the Answer Booklet(s) 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 B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : FIVE (5) short answer type questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1

- a. Briefly describe any **TWO (2)** ways in managing investment risks. (5 Marks)
- b. Differentiate between capital gain and dividend. (5 Marks)
- c. Briefly explain the risk-return relationship. (5 Marks)

[Total: 15 Marks]

Question 2

- a. Discuss any **TWO (2)** roles of auditors. (5 marks)
- b. Distinguish between assets and liabilities. (5 marks)
- c. Briefly explain budget report. (5 Marks)

[Total: 15 Marks]

Question 3

- a. Briefly describe the intensive distribution. (5 marks)
- b. Explain **FOUR (4)** pricing tactics. (10 marks)

[Total: 15 Marks]

Question 4

- a. Describe any **FOUR (4)** Human Resources responsibilities. (10 marks)
- b. Differentiate between employees outsourcing and downsizing. (5 marks)

[Total: 15 Marks]

Question 5

- a. Discuss the role of each manager below: (10 marks)
- I. Human resource managers
 - II. Operation managers
 - III. Marketing managers
 - IV. Information managers
 - V. Financial managers
- b. Briefly describe management technical skill. (5 Marks)

[Total: 15 Marks]

END OF QUESTION PAPER