

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BUS1303 INTRODUCTION TO BUSINESS**  
Trimester & Year : September - December 2017  
Lecturer/Examiner : Ms. Faridah Hanum Amran  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
 PART A (25 marks) : TWENTY-FIVE (25) multiple-choice questions. Answers are to be shaded in the Answer Booklet provided.  
 PART B (75 marks) : FIVE (5) short answer type questions. Answer ALL questions in the Answer Booklet(s) 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 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 = 9 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (75 MARKS)**

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

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**Question 1**

- a. Briefly describe the accounting information systems.  
(5 marks)
- b. Briefly discuss **TWO (2)** external users of accounting information.  
(5 Marks)
- c. State **TWO (2)** differences between financial accounting and managerial accounting.  
(5 Marks)

**[Total: 15 Marks]**

**Question 2**

- a. Briefly describe **FIVE (5)** information technology risks and threats.  
(5 Marks)
- b. Discuss **TWO (2)** ways of using Information technology for communication at different places.  
(5 Marks)
- c. Identify **TWO (2)** impacts of information technology for conducting businesses.  
(5 Marks)

**[Total: 15 marks]**

### Question 3

- a. Differentiate between fixed and variable costs.  
(5 marks)
- b. Discuss the **FOUR (4)** marketing mix strategy.  
(10 marks)

**[Total: 15 marks]**

### Question 4

- a. Discuss any **ONE (1)** union tactic and management tactic.  
(5 marks)
- b. Explain collective bargaining of employees.  
(5 marks)
- c. Differentiate between job enlargement and job enrichment.  
(5 Marks)

**[Total: 15 marks]**

### Question 5

- a. Discuss any **FIVE (5)** impacts from globalization.  
(10 marks)
- b. Explain the differences between absolute advantage and comparative advantage.  
(5 marks)

**[Total: 15 marks]**

**END OF QUESTION PAPER**