



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1303 Introduction to Business**
Trimester & Year : September – December 2019
Lecturer/Examiner : Elizabeth Tan
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Mark your Answers in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FIVE (5) short answer questions. 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. Simple calculators allowed.
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 : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. Select any **THREE (3)** of the following. Explain how these factors challenge and provide opportunities to business owners.
 - i. Competition
 - ii. The social environment
 - iii. Globalization
 - iv. Technological changes

(15 marks)

2. Briefly discuss any **THREE (3)** of the following types of product categories. Give an example of each.
 - i. convenience
 - ii. shopping
 - iii. specialty
 - iv. unsought

(15 marks)

3. a. You make 100 units of a product at a total cost of \$2000.
To make a unit profit margin of 25%,
 - i. What price do you need to charge?
 - ii. What is your total revenue?
 - iii. What is your total profit?

(3 marks)

b. Discuss **TWO (2)** advantages and **TWO (2)** disadvantages of online advertising respectively

(12 marks)
(Total 15 marks)

4. Over time, certain social shortcomings have emerged from marketing techniques. Discuss **THREE (3)** criticisms of marketing. Give an example for each.

(15 marks)

5. Briefly describe **TWO (2)** methods for training employees.

(10 marks)

END OF EXAM PAPER