



Private & Confidential

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1013 Introduction to Commercial Studies**
Trimester & Year : September - December 2019
Lecturer/Examiner : Ng Boon Aun
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (75 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (25 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet 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 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (75 MARKS)

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

1. "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)
2. Illustrate **THREE (3)** types of departmentalisation commonly found in an organisation using relevant examples.
(15 marks)
3. Discuss **FIVE (5)** types of pricing tactics business can consider when pricing their products and services.
(15 marks)
4. Describe the dimensions listed under the Big Five Personality Traits theory.
(15 marks)
5. Describe **THREE (3)** common types of market offerings that can be marketed by organisations. Provide relevant examples to support your answers.
(15 marks)

END OF PART A

PART B : ESSAY QUESTION (25 MARKS)

INSTRUCTION(S) : Answer **ONE (1)** essay question. Write your answers in the Answer Booklet(s) provided.

1. "In addition to fulfilling numerous roles, managers also need a number of specific skills if they are to succeed."

Using a manager of your choice, explain **FIVE (5)** basic managerial skills that are expected of a manager.

(25 marks)

END OF EXAM PAPER