



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BUS1303 Introduction to Business**  
Semester & Year : Sep 2021 - Dec 2021  
Lecturer/Examiner : Goh Poh Kim  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (70 marks) : FIVE (5) short answers. 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.
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 = 7 (Including the cover page)**

**PART A** : **MULTIPLE CHOICE QUESTIONS (30 MARKS)**  
**INSTRUCTION (S)** : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.

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**END OF PART A**

**PART B** : **SHORT ANSWER QUESTIONS (70 MARKS)**  
**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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1. Define the following terms related to Retailing:

- a) Retailers
- b) Omni Retailers
- c) Trade Area Size
- d) Merchandise Management
- e) Racetrack Layout

(10 marks)

2. There are **THREE (3)** category of roles play by Managers. Identify the category and the roles. Provide suitable example for each role.

(15 marks)

3. Entrepreneurs are risk taker and failures in business are very common. Discuss **THREE (3)** reasons for an entrepreneur to fail.

(15 marks)

4. Consumers go through a buying process stages when buying a product or service. Explain the buying process stages.

(15 marks)

5. Accounting Information is used by variety of people. Describe **FIVE (5)** different group of people that utilize such Accounting Information.

(15 marks)

**END OF EXAM PAPER**