



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BUS1303 Introduction to Business**
Semester & Year : September 2022 – December 2022
Lecturer/Examiner : Goh Poh Kim
Duration : 2 Hours

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 = 8 (Including the cover page)

PART A : MULTIPLE-CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : Answer all **THIRTY (30)** multiple-choice questions. Answers are to be written in the Multiple-Choice Answer Sheet provided.

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.

1. Define each of the following terms:

- a. Human Resource Managers
- b. Key Performance Index
- c. Long-Term Goal
- d. Functional Strategy
- e. Crisis Management

(10 marks)

2. Describe **THREE (3)** important business objectives for companies to invest in Information Technology (IT) with appropriate example.

(15 marks)

3. As a Food and Beverage (F&B) entrepreneur in Malaysia, discuss **THREE (3)** external environment factors that will have an effect on your restaurant.

(15 marks)

4. Describe **FIVE (5)** different omnichannel retailers can use to interact or sell their products to customers.

(15 marks)

5. a) Define Tall Organisational structure and Flat Organisational structure. Illustrate with diagrams.

(6 marks)

b) Discuss **THREE (3)** basic forms of organisation structures.

(9 marks)

[Total: 15 marks]

END OF EXAM PAPER