

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF COMPUTING AND INFORMATION TECHNOLOGY  
ACADEMIC YEAR 2017/2018  
APRIL/MAY EXAMINATION  
**ABDM1513 INTRODUCTION TO BUSINESS**

FRIDAY, 27 APRIL 2018

TIME: 2.30 PM – 4.30 PM (2 HOURS)

DIPLOMA IN SCIENCE (INFORMATION SYSTEMS ENGINEERING)  
DIPLOMA IN SCIENCE (INTERNET TECHNOLOGY)

**Instructions to Candidates:**

**SECTION A (25 marks)**

Answer **ALL TEN (10)** sub questions.

Each of the sub-questions numbered 1.1 to 1.10 has only one correct answer.

You are required to give your answers on the question paper by placing a circle “O” around the letter (either A, B, C or D) that gives the correct answer to each sub-questions.

If you wish to change your mind about the answer, block out your first attempt and then encircle another letter. If you do not indicate clearly your final choice, or if you encircle more than one letter, no mark will be awarded for the sub-question concerned.

**NOTE: SECTION A MUST BE DETACHED AND TIED TOGETHER WITH YOUR ANSWER BOOK BEFORE IT IS HANDED IN.**

**SECTION B (75 marks)**

Answer **THREE (3)** out of the four (4) questions.

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INDEX NO (IN WORDS): \_\_\_\_\_  
\_\_\_\_\_

**SECTION A (25 marks)**

Answer **ALL TEN (10)** sub-questions.

**Question 1**

- 1.1 Strategic intent is/are \_\_\_\_\_.
- A. the leveraging of a firm's resources, capabilities and core competencies to accomplish the firm's goals in the competitive environment
  - B. the capability that serves as a source of competitive advantage for a firm over its rivals
  - C. the process of determining the allocation of resources in the organisation
  - D. the steps in designing strategies in order to achieve an organisation's short term goals
- 1.2 \_\_\_\_\_ is the process of identifying the specific jobs that need to be done and designating the people who will perform them. It may even involve breaking jobs into small components prior to assigning them to individuals.
- A. Job lining
  - B. Job specialisation
  - C. Job description
  - D. Job organisation
- 1.3 The following are the disadvantages of partnership **EXCEPT** \_\_\_\_\_.
- A. difficulty of transferring ownership
  - B. unlimited liability
  - C. lack of continuity
  - D. tax benefits
- 1.4 A \_\_\_\_\_ is the form of business ownership that is legally considered an entity separate from its owners and is liable for its own debts and the owners' liability extends to the limits of their investments.
- A. corporation
  - B. general partnership
  - C. sole proprietorship
  - D. limited partnership.
- 1.5 \_\_\_\_\_ is the affiliation in which the collaboration involves joint ownership of the new venture.
- A. Strategic alliance
  - B. Joint Venture
  - C. Merger
  - D. Spin-off

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\_\_\_\_\_

- 1.6 Below are the tools for external forecasting in human resource demand and supply, **EXCEPT** \_\_\_\_\_.
- A. state employment commissions
  - B. government reports
  - C. college information
  - D. performance appraisal
- 1.7 \_\_\_\_\_ are the most fundamental needs to be fulfilled according to Maslow's Hierarchy of Needs.
- A. Physiological needs
  - B. Security needs
  - C. Social needs
  - D. Esteem needs
- 1.8 Mr Nazri encourages his employees to participate in the decision making process in order to increase their job satisfaction. He is showing an example of \_\_\_\_\_ management.
- A. autocratic
  - B. decision making
  - C. participative
  - D. sole
- 1.9 \_\_\_\_\_ is the process of dividing a market into categories of customer types.
- A. Market targeting
  - B. Market segmentation
  - C. Differentiation
  - D. Positioning
- 1.10 \_\_\_\_\_ variables are the consumer characteristics such as lifestyle, opinion, interests and attitudes that may be considered in developing segmentation strategy.
- A. Demographic
  - B. Psychographic
  - C. Economic
  - D. Legal and regulatory

[Total: 25 marks]

**ABDM1513 INTRODUCTION TO BUSINESS****SECTION B (75 marks)**

Answer **THREE (3)** out of four (4) questions.

**Question 2**

- (a) List **TWO (2)** advantages and **TWO (2)** disadvantages of job specialisation. (4 marks)
  - (b) Briefly explain **FIVE (5)** types of departmentalisation in organisations. (15 marks)
  - (c) Define “delegation fear”. Briefly explain delegation fear from the perspective of a small business owner. (6 marks)
- [Total: 25 marks]

**Question 3**

- (a) Define “sole proprietorship”. List **THREE (3)** advantages and **THREE (3)** disadvantages of a sole proprietorship. (8 marks)
  - (b) Define intranet. (2 marks)
  - (c) Briefly explain the **FIVE (5)** information technology impacts in an organisation. (15 marks)
- [Total: 25 marks]

**Question 4**

- (a) List **THREE (3)** assumptions in McGregor’s Theory X. (3 marks)
  - (b) Briefly explain the **THREE (3)** steps in making ethical judgments. (6 marks)
  - (c) Discuss the **FOUR (4)** basic management functions to an organisation. (16 marks)
- [Total: 25 marks]

**Question 5**

- (a) Explain **TWO (2)** ways of market segmentation. (10 marks)
  - (b) Explain **THREE (3)** marketing environments. (15 marks)
- [Total: 25 marks]