CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
FEBRUARY 2024 SEMESTER

COURSE CODE	:	**KFP08204**
COURSE NAME	:	**FUNDAMENTALS OF BUSINESS MANAGEMENT**
PROGRAMME NAME	:	**FOUNDATION IN BUSINESS**
DATE	:	**27 JUNE 2024**
TIME	:	**09.00 AM – 12.00 PM**
DURATION	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. **Please CAREFULLY read the instructions given in the question paper.**
2. **This question paper has information printed on both sides of the paper.**
3. This question paper consists of **THREE (3)** sections; **Section A, Section B and Section C.**
4. Answer **ALL** questions in **Section A, Section B and choose ANY ONE (1) from Section C.**
5. Please write your answers on the OMR answer script and answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE SEVEN (7) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 30 marks)

INSTRUCTION: Answer ALL questions.
Please use the objective answer sheet provided.

1. A ________ is some combination of products, services, information, or experiences provided to consumers to satisfy a need or want.
   A. market offering
   B. marketing mix
   C. value proposition
   D. market segment

2. After the purchase of a product, consumers will be either satisfied or dissatisfied and engage in ________.
   A. need recognition
   B. post-purchase behavior
   C. alternative evaluation
   D. information search

3. Shampoo marketers rate buyers as light, medium, or heavy product users. This is ________ segmentation.
   A. psychographic
   B. benefit
   C. usage rate
   D. user status

4. ________ occurs when one company licenses another company's well-known brand to use in combination with its own.
   A. Manufacturer's brand
   B. Private brand
   C. Licensed brand
   D. Co-brand

5. ________ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.
   A. Shopping products
   B. Unsought products
   C. Specialty products
   D. Convenience products

6. Ryan Bakery mass produces an all-purpose flour, mass distributes it and mass promotes it. This firm uses ________ marketing.
   A. differentiated
   B. undifferentiated
   C. concentrated
   D. micro

7. Henry Ford's philosophy was to perfect the Model-T so that its cost could be reduced further for increased consumer affordability. This reflects the ________ concept.

A. product
B. marketing
C. production
D. selling

8. ________ is the process and method of transforming inputs into some desired output using operations resources.

A. Quality control
B. Productivity
C. Production control
D. Production system

9. Most operations produce a mixture of both products and services. Which of the following businesses is closest to producing 'pure' services?

A. IT company
B. Counsellor/therapist
C. A restaurant
D. Steel company

10. ________ is measure of the quantity of output per unit of input.

A. Capacity
B. Productivity
C. Quality
D. Reliability

11. ________ refers to the acquisition of the raw materials, parts, components, supplies, and finished products required to produce goods and services.

A. Operation
B. Logistics
C. Procurement
D. Finishing

12. Which of the following is NOT a process input?

A. Labour
B. Machinery
C. Raw materials
D. Services

13. Supply-chain management (SCM) can result in the following, EXCEPT

A. Greater productivity and lower costs.
B. Improved delivery performance.
C. Longer planning cycles.
D. Reduced inventory throughout the chain.

14. Which of the following is the least likely decision to be made by Operations Managers?
    - A. Deciding which market areas to manufacture products for.
    - B. How to use quality techniques to reduce waste.
    - C. Selecting the location and layout of a facility.
    - D. How much capacity is required to balance demand.

15. Hawthorne studies are related with ________.
    - A. human relations movement.
    - B. scientific management
    - C. operation research
    - D. Total Quality Management (TQM)

16. __________ refers to studying a job in order to understand what knowledge, skills, and abilities are needed as a foundation for the behaviors that would help the job holder perform that job successfully.
    - A. Job analysis
    - B. Job breakdown
    - C. Job planning
    - D. Job description

17. The process of identifying candidates from within an organization and encouraging them to apply for jobs that are vacant is known as
    - A. internal selection.
    - B. inside search.
    - C. internal solicitation.
    - D. internal recruitment.

18. Which of the following selection devices serves as a pre-screening device to help determine whether an application meets the minimum requirements of a position?
    - A. Interview
    - B. Assessment center
    - C. Employment test
    - D. Application form

19. Which of the following is NOT an example voluntary benefits?
    - A. Annual leave
    - B. Paternity leave
    - C. Study leave
    - D. Marriage leave

20. __________ error occurs when the rater evaluates an employee relative to other individuals than on the requirements of the job.
    - A. Contrast
    - B. Recency
    - C. Halo
    - D. Leniency

21. The process of finding and attracting job candidates who are qualified to fill certain job vacancies in a company is known as
    A. selection.
    B. demand forecasting.
    C. recruitment.
    D. supply forecasting.

22. Sharif's job is to familiarize new employees with the organization, their job, and their work unit. This activity is known as
    A. technical training program.
    B. on-the-job training.
    C. orientation.
    D. assessment training.

23. Training that is conducted while employees perform job-related duties is called
    A. technical training program.
    B. on-the-job training.
    C. orientation.
    D. assessment training.

24. Which of the following is NOT a typical method of external recruitment?
    A. Postings on the Internet
    B. Advertisements in company newsletters
    C. Referrals from current and past employees
    D. Recruiting from competitors

25. If a country can produce more of a particular commodity compared to another country, using the same amount of resources, that country is said to have ________.
    A. terms of trade
    B. a mutual advantage
    C. a comparative advantage
    D. an absolute advantage

26. Which of the following statements is TRUE about quota?
    A. Limit on the quantity of imported products.
    B. Total ban on imported goods.
    C. Government subsidies on exported goods.
    D. Exchange controls on the sale of foreign currencies

27. All of the following are franchise businesses, EXCEPT

A. Tealive
B. The Chicken Rice Shop
C. Coca-cola
D. Rotiboy

28. The reason for the infant industry argument is to ________.

A. control money supply in the economy
B. avoid structural unemployment
C. protect new industries from established foreign competitors
D. reduce the inflation problem

29. Dumping refers to

A. is a form of illegal price discrimination.
B. refers to tariff imposed on in1ports.
C. is defined as selling more goods than allowed by the import quota.
D. is a practice of selling goods at lower prices in foreign countries.

30. After Malaysia introduces a tariff in the market for palm oil, the price of palm oil in Malaysia will ________.

A. decrease
B. increase
C. remain the same
D. neither decrease nor increase

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

Describe the following terms:

(a) Brand
(b) Just-in-time
(c) Inventory
(d) Performance appraisal
(e) Franchising

(10 marks)

Question 2

Discuss FOUR (4) types of pricing strategies that can be applied by businesses.

(10 marks)

Question 3

List and briefly explain FIVE (5) factors a business need to consider in selecting its location.

(10 marks)

Question 4

Explain any FIVE (5) common rating error in performance appraisals.

(10 marks)

Question 5

Discuss FIVE (5) different ways for companies to conduct business internationally.

(10 marks)

SECTION C (Total: 20 marks)

INSTRUCTION: Answer only ONE (1) question.
Please use the answer booklet provided.

Question 6

You are working in a new engineering company specializing in manufacturing a luxury watch. As one of the innovation team members responsible for the marketing strategy, you are required to propose and explain in details, relevant marketing mix (4Ps) related to the luxury watch.

(20 marks)

Question 7

Trade protectionism are government policies implemented to restrict foreign competition from affecting local industries. Describe any FIVE (5) forms of trade barriers and provide an example for each form.

(20 marks)

END OF EXAMINATION PAPER