



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	: DTG 1212
COURSE	: INTRODUCTION TO BUSINESS
SEMESTER/SESSION	: 1-2023/2024
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING THE COVER PAGE

QUESTION 1

“When starting a business, there are numerous things to take care of, and time must be spent consciously.”

- a) Produce **FOUR (4)** goals when starting a business. (16 marks)
- b) Explain **TWO (2)** resources used to produce products or services. (8 marks)

QUESTION 2

- a) Produce **FOUR (4)** responsibilities of a company toward different entities. (16 marks)
- b) Produce **THREE (3)** criticism of Corporate Social Responsibility. (3 marks)

QUESTION 3

- a) Discuss **FIVE (5)** impacts of economic growth on business performance. (10 marks)
- b) Give **THREE (3)** factors that influence market prices. (9 marks)

QUESTION 4

- a) Present **ONE (1)** factor on how to manage effectively. (1 mark)
- b) Present **THREE (3)** levels of management. (6 marks)
- c) Show **THREE (3)** functions of managers. (6 marks)
- d) Show **THREE (3)** areas of managerial skills. (6 marks)

QUESTION 5

a) Present what is organizational structure. (1 mark)

b) Show **THREE (3)** types of organizational structures commonly used. (6 marks)

“Petronas is a multinational oil and gas company and is Malaysia's national oil company. It operates in various segments of the oil and gas industry, including exploration, production, refining, and marketing. Petronas is known for its significant presence in Malaysia's energy sector and has played a crucial role in the country's economic development.”

c) As one of the biggest companies in Malaysia, present how Petronas employs its organizational structure. (12 marks)

-----End of question-----

