



STAMFORD COLLEGE

SCHOOL OF SECRETARIAL AND ADMINISTRATIVE STUDIES

DIPLOMA IN EXECUTIVE SECRETARYSHIP (SEMESTER 2)

DES 1202: BUSINESS STUDIES

Date : 26 July 2007 (Thursday)

Time : 9.00 AM – 11.00 AM

Duration: 2 hours

Instructions to Candidates

Question 1 in Section A is compulsory. Answer TWO out of FOUR questions in Section B.

Please ensure that this examination paper contains FIVE questions on ONE printed page before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

SECTION A (COMPULSORY)

Question 1

What is privatisation? Explain FOUR benefits of privatisation.

(Total = 10 marks)

SECTION B

Answer TWO out of FOUR questions.

Question 2

Communication is the process by which people attempt to achieve common understanding through the movement of agreed symbols and signs.

- (a) List TWO reasons for the importance of communication. (4 marks)
- (b) Discuss FOUR barriers towards effective communication. (8 marks)
- (c) Explain FOUR ways to overcome communication problems. (8 marks)

(Total = 20 marks)

Question 3

Briefly explain the following:

- (a) Business Systems (6 marks)
- (b) Demand and Supply (5 marks)
- (c) Market Economy (3 marks)
- (d) Mixed Economy (3 marks)
- (e) Command Economy (3 marks)

(Total = 20 marks)

Question 4

- (a) List FOUR types of business units. (4 marks)
- (b) Explain how a public limited company differs from a private limited company. (16 marks)

(Total = 20 marks)

Question 5

Risk is the measure of the probability and severity of adverse effects. Explain TWO types of risks and describe FIVE principles of insurance.

(Total = 20 marks)

- END OF PAPER -