



STAMFORD COLLEGE

SCHOOL OF MEDIA STUDIES

DIPLOMA IN MEDIA & COMMUNICATION (SEMESTER 2)

MCG 201: INTRODUCTION TO BUSINESS

Date : 9 October 2007(Tuesday)

Time : 9.30am – 12.30pm

Duration: 3 hours

Instructions to Candidates

Answer ALL questions in Section A and any FIVE questions in Section B.

Please ensure that this examination paper contains EIGHT questions on TWO printed pages 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

Answer all questions.

Question 1

- (a) What is a barter system? (5 marks)
- (b) Explain FIVE advantages of the barter system. (10 marks)
- (c) List FIVE advantages of using money as a medium in business activities. (10 marks)
- (Total 25 marks)

Question 2

- (a) What are the main features of the following types of business organisation?
- i) sole trader (4 marks)
 - ii) partnership (4 marks)
 - iii) incorporated company (5 marks)
- (b) Explain THREE advantages and THREE disadvantages of a private limited company. (12 marks)
- (Total 25 marks)

SECTION B

Answer any FIVE questions only.

Question 3

What is meant by the product life cycle? (10 marks)

Question 4

Discuss any FIVE factors that control the location of industries. (10 marks)

Question 5

What are the main features of the following:

- a) job production (5 marks)
- b) batch production (5 marks)

Question 6

What do you understand by the following terms:

- a) unlimited liability (5 marks)
- b) fixed assets (5 marks)

Question 7

Explain the elements of a business system.

(10 marks)

Question 8

Explain why human resource planning is important to an organisation.

(10 marks)

- END OF PAPER -