

FINAL SEMESTER EXAMINATION

Student NRIC : _____
Student ID : _____

Programme	:	DIPLOMA IN E-BUSINESS TECHNOLOGY (MQA/PA13807)
Intake	:	JANUARY 2021, MAY 2021, JUNE 2021 & SEPTEMBER 2021
Course	:	INTRODUCTION TO BUSINESS
Course Code	:	DEB1113
Duration	:	(3 hours)

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 2 printed pages including this page)

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

For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

Answer **ALL FOUR (4)** questions on the separate sheet provided.

[100 marks]

1. a) Briefly explain the **FIVE (5)** levels of needs in accordance with Maslow's Hierarchy of Needs Theory. Support your answer with relevant examples. (15 marks)

- b) Explain the **FIVE (5)** core job dimension of the Hackman and Oldham's job characteristics model. (10 marks)

[Total: 25 marks]

2. a) People who feel inequitable treated are motivated to do something to restore equity. Examine equity theory including **FOUR (4)** alternatives that the person can choose to restore equity. (10 marks)

- b) Explain the Path Goal theory and the **FOUR (4)** leadership behaviours. (15 marks)

[Total: 25 marks]

3. a) Differentiate between data and information. (4 marks)

- b) Discuss the **FOUR (4)** attributes of useful information. (8 marks)

- c) Define operations management. With an aid of a diagram, explain the Feedback System. (13 marks)

[Total: 25 marks]

4. a) Discuss the **THREE (3)** approaches to bureaucratic control. (9 marks)

- b) With an aid of diagram, explain the consumer purchasing model. (16 marks)

[Total: 25 marks]

- END OF QUESTIONS -