PENINSULA COLLEGE GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	**SEPTEMBER 2025 SEMESTER**
Programme Name	:	**DIPLOMA IN E-BUSINESS TECHNOLOGY**
Course Code & Name	:	**DEB1113 INTRODUCTION TO BUSINESS**
Duration	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY.**
2. The 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) used or unused 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 accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(*This booklet contains 3 printed pages including this page*)

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

Answer **ALL** questions on the separate sheet provided. **[100 marks]**

1 a) Describe the **FOUR (4)** types of resources a business must combine to be well-organised. (8 marks)

b) Define the following economic systems:

i. Capitalism economy (2 marks)

ii. Market economy (2 marks)

iii. Command economy (2 marks)

iv. Mixed economy (2 marks)

c) Describe **THREE (3)** roles each of the government, the private sector, and Public–Private Partnerships (PPP) in supporting business activities in Malaysia. (9 marks)

Total: [25 marks]

2. a) Define stakeholders and describe **FOUR (4)** stakeholders in a business. (10 marks)

b)

You work in the marketing department of a company. You discover that your manager, Ms. Miley, has been using confidential client information to win new contracts. Ms. Miley promises you a promotion if you stay quiet about this.

Based on the description above, answer the following:

i. Identify the **THREE (3)** ethical issues in this situation. (3 marks)

ii. List **THREE (3)** stakeholders affected by this situation. (3 marks)

iii. Suggest **TWO (2)** options for action. (3 marks)

iv. Explain **TWO (2)** consequences of each option for each stakeholder. (3 marks)

v. State your decision and provide a justification for yourself and the organization. (3 marks)

Total: [25 marks]

3. a) Explain **FOUR (4)** management functions in organisation. (8 marks)

   b) Describe the **THREE (3)** vertical management levels in an organization. (6 marks)

   c) Explain the **THREE (3)** essential management skills in workplace. (6 marks)

   d) State **FIVE (5)** common causes of manager failure in organizations. (5 marks)

   Total: [25 marks]

4. a) Identify **SIX (6)** steps of basic planning process in organisation. (3 marks)

   b) Illustrate and explain the **FIVE (5)** levels of Maslow's Hierarchy of Needs Theory. (12 marks)

   c) Define the chain of command. (2 marks)

   d) Compare between wide span of control and narrow span of control in management. (8 marks)

   Total: [25 marks]

– END OF QUESTIONS –