



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

## BRIDGING EXEMPTION TEST SEMESTER I, SESSION 2020/2021

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COURSE : INTRODUCTION TO BUSINESS  
PROGRAMME : FOUNDATION FACULTY UTM (BRIDGING)  
DURATION : 1 HOUR 30 MINUTES  
DATE : OCTOBER 2020

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### **INSTRUCTIONS TO CANDIDATE:**

ANSWER ALL QUESTIONS IN PART A.

ANSWER ONLY TWO (2) QUESTIONS IN PART B.

**PART A (MULTIPLE CHOICE QUESTIONS)**

**(30 MARKS)**

Part A contains THIRTY (30) questions. Choose and circle the MOST appropriate answer in the answer sheet provided.

- 1) \_\_\_\_\_ refers to overseeing all the activities involved in producing goods and services.
- [A] Facilities management
  - [B] Capacity planning
  - [C] Procurement
  - [D] Logistics
  - [E] Operations management
- 2) Which of the following is the main purpose of just-in-time systems?
- [A] disintermediation of distribution
  - [B] bettering work scheduling
  - [C] strategic analysis
  - [D] capacity improvement
  - [E] better inventory management
- 3) When opening a restaurant, which of the following considerations would likely be MOST important?
- [A] proximity to airports
  - [B] proximity to raw materials
  - [C] proximity to hazardous waste disposal
  - [D] proximity to utilities
  - [E] proximity to market
- 4) \_\_\_\_\_ refers to the degree to which a product or process meets reasonable or agreed upon expectations.
- [A] Quality
  - [B] Standard
  - [C] Scalability
  - [D] Capacity
  - [E] Serviceability

- 5) MRP helps managers \_\_\_\_\_.
- [A] identify the critical path for producing materials within a specified time
  - [B] assign the order and timing in which jobs are completed on specific projects
  - [C] make sure the right parts and materials are available at the right time
  - [D] assign jobs to specific machines so that they can be completed most efficiently
  - [E] build quality into each step of the production process
- 6) \_\_\_\_\_ refers to a statement of the tasks involved in a given job and the conditions under which the holder of a job will work.
- [A] Job specification
  - [B] Job description
  - [C] Succession planning
  - [D] Job analysis
  - [E] Job enrichment
- 7) Quality of hire measures \_\_\_\_\_.
- [A] the amount of money spent in hiring and training new employees
  - [B] the level of productivity of employees in the probationary period
  - [C] how closely incoming employees meet the company's needs
  - [D] the percentage of minority groups in a firm's workforce
  - [E] the percentage of the workforce that leaves every year
- 8) \_\_\_\_\_ refers to a multidimensional review in which a person is given feedback from subordinates, peers, superiors, and possibly outside stakeholders such as customers and business partners.
- [A] Skills inventory
  - [B] Coaching
  - [C] 360-degree review
  - [D] Behaviorally anchored rating scale
  - [E] Benchmarking
- 9) Which of the following is a potential drawback to internal promotion policies?
- [A] Employees receive limited training.
  - [B] Employees not promoted may have better morale because their coworker was promoted.
  - [C] Employees must learn skills on their own before being considered for promotion.
  - [D] Employees could be promoted past their competence level.
  - [E] The lack of new employees from competitors results in less of an understanding of competitors, and the industry.

- 10) In a broad sense, what determines compensation?
- [A] Availability of bonuses and other incentives.
  - [B] Conditions in the job-market and value the employee brings to the organization.
  - [C] Executive compensation levels.
  - [D] How immediate and measureable impact on revenue will be.
  - [E] Knowledge.
- 11) A(n) \_\_\_\_\_ is a temporary work stoppage aimed at forcing management to accept union demands.
- [A] arbitration
  - [B] boycott
  - [C] lockout
  - [D] strike
  - [E] injunction
- 12) How does marketing MOST benefit consumers?
- [A] by increasing the flow of investment capital to companies
  - [B] by helping to sell more products
  - [C] by responding to needs in an effort to satisfy those needs
  - [D] by minimizing the retail price of desirable products
  - [E] by persuading consumers to buy things that they don't really need
- 13) A company who ignores differences among buyers and offers only one product line presented with the same communication, and distribution strategies most likely uses which of the following targeting strategies?
- [A] mass marketing
  - [B] cause-related marketing
  - [C] individualized marketing
  - [D] micromarketing
  - [E] differentiated marketing
- 14) \_\_\_\_\_ are fairly important individual goods and services that people buy less frequently.
- [A] Convenience products
  - [B] Expense items
  - [C] Specialty products
  - [D] Capital items
  - [E] Shopping products

- 15) The maturity stage of product life cycle is \_\_\_\_\_.
- [A] a stage where a product's price is at a high level
  - [B] usually the shortest stage in a product's lifetime
  - [C] characterized by steep decline in profits
  - [D] typically followed by a growth stage
  - [E] a stage where firms have to win sales away from others
- 16) \_\_\_\_\_ is a method of setting prices based on customer perceptions of a product's worth.
- [A] Cost-based pricing
  - [B] Optimal pricing
  - [C] Skim pricing
  - [D] Freemium pricing
  - [E] Value-based pricing
- 17) A manufacturer produces 200 units of a product at a total cost of RM 1,000. If the manufacturer wants to make a markup of 10 percent, the price per unit would be \_\_\_\_\_.
- [A] RM 6.00
  - [B] RM 5.50
  - [C] RM 5.00
  - [D] RM 4.50
  - [E] RM 0.50
- 18) Stores that carry only a particular type of goods, often with deep selection in those specific categories, are called \_\_\_\_\_.
- [A] department stores
  - [B] specialty stores
  - [C] distributors
  - [D] drop shippers
  - [E] Convenience stores
- 19) What is the primary function of the distribution channel?
- [A] providing goods and services
  - [B] moving goods from the retailer to the consumer
  - [C] determining product mix
  - [D] aid in mass marketing
  - [E] delivering value to customers

- 20) Which of the following contributes to the highest cost in the physical distribution process?
- [A] logistics
  - [B] order processing
  - [C] inventory control
  - [D] transportation
  - [E] warehousing
- 21) Intensive distribution differs from selective distribution in that intensive distribution \_\_\_\_\_.
- [A] offers products in only one outlet in each market area
  - [B] tries to place a product in as many outlets as possible
  - [C] refers to producers that sell directly to consumers
  - [D] involves selling through a limited number of outlets
  - [E] involves retailers that give the product adequate sales and service support
- 22) Which of the following is the cheapest method of transportation?
- [A] rail
  - [B] trucks
  - [C] ships and barges
  - [D] pipelines
  - [E] air
- 23) A promotional strategy that directly stimulates consumer demand via advertising and other communication efforts is known as \_\_\_\_\_.
- [A] pricing strategy
  - [B] push strategy
  - [C] digital strategy
  - [D] pull strategy
  - [E] operations strategy
- 24) Using personalized letters and email messages to deliver targeted messages to individual consumers or organizational purchasers would be classified as \_\_\_\_\_.
- [A] institutional advertising
  - [B] direct marketing
  - [C] product placement
  - [D] guerrilla advertising
  - [E] personal selling

- 25) One-on-one interaction between a salesperson and a prospective buyer is called \_\_\_\_\_.
- [A] personal selling
  - [B] direct marketing
  - [C] prospecting
  - [D] sales promotion
  - [E] specialty advertising
- 26) The phrase that BEST describes the purpose of public relations is to \_\_\_\_\_.
- [A] persuade potential customers to buy products
  - [B] create and sustain brand recognition in the eyes of the general public
  - [C] create and maintain a relationship between the organization and its stakeholders
  - [D] inform the public about the products and services offered by an organization
  - [E] determine the appropriate pricing strategy for a line of products
- 27) \_\_\_\_\_ involve(s) short-term incentives to build the reputation of a brand and stimulate interest in a product.
- [A] Direct selling
  - [B] Sales promotion
  - [C] Institutional advertising
  - [D] Public relations
  - [E] Brand communities
- 28) When companies embrace technologies such as QR codes and text messages to connect with their customers they are using \_\_\_\_\_.
- [A] mobile marketing
  - [B] viral marketing
  - [C] social media
  - [D] direct mail advertising
  - [E] product placement
- 29) \_\_\_\_\_ encompass(es) a wide variety of non-sales communications that businesses have with their many stakeholders, including communities, investors, industry analysts, government agencies, and activists.
- [A] Push strategy
  - [B] Trade allowances
  - [C] Brand communities
  - [D] Public relations
  - [E] Pull strategy

30) Which of the following is an example of a company's asset?

- [A] inventory in the warehouse
- [B] mortgage loans
- [C] bonds issued by the company
- [D] short-term loans
- [E] debt security raised by the company

SAMPLE



**PART B (SHORT ESSAY QUESTIONS)**

**(20 MARKS)**

Part B contains THREE (3) questions. Answer TWO (2) questions only.

<b>QUESTIONS</b>	<b>MARKS</b>
1) Arthur is the new HR manager and is investigating the various forms of compensation the company uses for its employees. What forms of compensation might be offered at Arthur's company?	(10)
2) Why would one expect a product sold at a specialty store to cost more than the same product at a department store?	(10)
3) What are some approaches a business could take to maintain good customer relationships?	(10)

**END OF QUESTION PAPER**