



BRIDGING EXEPTION TEST SEMESTER II, 2021/2022

COURSE CODE : IFB 1044
COURSE : INTRODUCTION TO BUSINESS
PROGRAMME : BRIDGING

INSTRUCTION TO CANDIDATES:

ANSWER ALL QUESTIONS.

WARNING!

Students caught copying/cheating during the examination will be liable for disciplinary actions and SPACE may recommend the student to be expelled from the study.

This examination question consists of (2) printed pages only including this page

Instructions: Answer all question.

Questions

50 Marks

1. Describe TWO (2) advantages and TWO (2) disadvantages of globalization for a country's economy. Include appropriate example to support your points.
(10 Marks)
2. Explain FIVE (5) methods for extending a product life cycle.
(10 Marks)
3. Discuss FIVE (5) major functional areas in a business enterprise.
(10 Marks)
4. a) What is the definition of Marketing?
(2 Marks)
b) Describe the nature of personal selling and the role of the sales force with examples.
(8 Marks)
5. There are seven functional areas in HRM. All HR functions are interrelated and each function plays an important role to facilitate the process of managing HRs in organizations. Briefly describe THREE (3) HR functions by giving an appropriate example.
(10 Marks)

END OF QUESTION PAPER