

The Open University of Sri Lanka
 Faculty of Engineering Technology
 Department of Electrical and Computer Engineering



Study Programme	: Bachelor of Software Engineering Honours
Name of the Examination	: Final Examination
Course Code and Title	: ECM3266/EEM3466/EEM3366 - INTRODUCTION TO BUSINESS STUDIES
Academic Year	: 2019/20
Date	: 24 th July 2020
Time	: 0930-1230hrs

General Instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **Fourteen (14)** questions in **Six (6)** pages.
3. Section A consist of Ten (10) questions and Section B consist of One (1) question and Section C consist of Three (3) questions.
4. Answer **all** questions in Section A and Section B.
5. Answer only **Two (2)** questions from Section C.
6. Questions in Section A carry equal marks. Question 1 in Section B carry 40 marks and Questions in Section C carry 20 marks in each.
7. Answer for Section A should mark in the sheet provide.
8. Answer for Section B should write in the book provide and each question should commence from a new page.
9. This is a Closed Book Test (**CBT**).
10. Answers should be in clear hand writing.
11. Do not use red colour pen.

Section A

Multiple Choice Questions [20 marks]

1. Which one of the following is a feature of McGregor's Theory X?
 - a. Workers enjoy responsibility.
 - b. Workers view physical and mental effort as a natural part of work.
 - c. Workers like to show initiative.
 - d. Workers like to be directed.

2. Hygiene factors are associated with which writer?
 - a. Frederick Herzberg
 - b. D.C. McClelland
 - c. Abraham Maslow
 - d. Douglas McGregor

3. Which ONE of the following statements is not true?
 - a. Sole proprietors are not permitted to take on employees.
 - b. Sole proprietors are personally liable for the debts and liabilities of the sole proprietorship.
 - c. The sole proprietor owns all the assets of the business and is entitled to all of the profits that the business generates.
 - d. Sole proprietors are self-employed.

4. There are a number of differences between a public company and a private company. Which ONE of the following is not a valid difference?
 - a. A public company must appoint a company secretary, whereas a private company is not required to appoint a company secretary.
 - b. Private companies can be created with a trivial amount of capital, whereas public companies must have an allotted minimum share capital of £50,000.
 - c. A public company must have at least two members, whereas a private company need only have one member.
 - d. Public companies may offer their shares to the public, whereas private companies may not.

5. What is 'limited liability?'
 - a. Limited liability refers to how much the directors have to contribute in the event of the company becoming insolvent.
 - b. Limited liability refers to the ability of a member to limit his liability.
 - c. Limited liability refers to the directors' ability to limit their liability for acts of negligence, fraud etc.
 - d. Limited liability refers to the ability of a company to limit its liability.

6. In what **order** do managers typically perform the managerial functions?
- a. organizing, planning, controlling, leading
 - b. organizing, leading, planning, controlling
 - c. planning, organizing, leading, controlling
 - d. planning, organizing, controlling, leading
7. What are the three interpersonal roles of managers?
- a. Figurehead, leader and liaison
 - b. Spokesperson, leader, coordinator
 - c. Director, coordinator, disseminator
 - d. Communicator, organizer, spokesperson
8. Which one is **not** a recognized key skill of management?
- a. Conceptual skills
 - b. Human skills
 - c. Technical skills
 - d. Writing skills
9. Which of the following is not an example of a decisional role?
- a. Resources allocator
 - b. Disturbance handler
 - c. Negotiator
 - d. Figurehead
10. According to Mintzberg, managerial roles can be broken down into interpersonal, informational, and _____.
- a. Liaison
 - b. Decisional
 - c. Technical
 - d. Conceptual

Section B

(Essay Questions) Answer All Questions

Case 1: Shani and Yasanthi are two entrepreneurs who are planning to develop a TravelYourWay application as a self-guide for travelers specially to be used within Sri Lanka. They have identified the hardship gone through travelers with the pandemic situation in the country. No application available in the country if someone needs to explore more places only known by the villagers. Moreover, a person cannot find a best fit journey for his or her interests from the existing travel applications. Hence, Shani and Yasanthi are planning to develop a mobile application that runs on android and apple devices. However, they have identified TravelMe and TripAd as a similar mobile application which has made big impact on the travelling industry. TravelMe is a very famous travelling application with fascinating features such as real-time security waits times, navigator facility, and free mobile application. However, customer needs to pay for the TravelMe pro service annually. TravelMe mobile application has 24.25% of market share in the travel industry. TripAd is another mobile application which provides planning facility, city guides, and booking on the go features. Those features are always used by the travelers. Both the applications are available in Apple Store and Google Play Store.

Question 1 [40 marks]

Answer following questions referring the case 1 given above.

1. SWOT analysis is a strategic analytical tool for assessing the strength, weaknesses, opportunities, and threats available to the business. Conduct SWOT analysis for the TravelYourWay application. [15 marks]
2. Advice Shani and Yasanthi on the decision of commencing TravelYourWay mobile application development based on the above conducted SWOT analysis. [5 marks]
3. If Shani and Yasanthi wanted to conduct a market research to understand the need for TravelYourWay mobile application what would be the best way to collect relevant information. [4 marks]
4. If Shani and Yasanthi have already developed and launched the TravelYourWay mobile application product as a marketer what would be your advice for them to select the market segment. [4 marks]
5. Briefly explain the term "Marketing Mix". [8 marks]
6. Is TravelYourWay mobile application a good or a service? Justify your answer. [4 marks]

Section C

(Essay Questions) Answer selected Two (2) Questions only

Question 2 [20 marks]

Answer following questions referring the case 1 given above.

1. Briefly explain the six stages of 'Product Life Cycle'. [12 marks]
2. TravelYourWay mobile application would fit in to which stage in the Product Life Cycle. Justify your answer. [4 marks]
3. Shani and Yashanthi have selected the price for the TravelYourWay mobile application without getting proper guidance from the experts. Hence, they haven't selected the right price for the product. Briefly explain the disadvantages they both may have to face due to wrong price selection for the product. [4 marks]

Question 3 [20 marks]

Answer following questions referring the case 1 given above.

1. Briefly explain the four P_s of marketing mix? [6 marks]
2. Different types of advertising media are available in the industry. When selecting the best fit advertising method, you need to consider the factors such as cost, size of the audience, the message to be communicated, the law, and the constraints. What would be the best advertising media to promote TravelYourWay mobile application. Justify your answer. [4 marks]
3. TravelZoom is the company set up by Shani and Yasanthi. They are now established in the travel industry in Sri Lanka with their TravelYourWay mobile application. Hence, now they are planning to move to the international market. What are the existing methods available for them to enter in to the international market? [4 marks]
4. Discuss Maslow's need Hierarchy theory of motivation. [6 marks]

Question 4 [20 marks]

TravelZoom is the company set up by Shani and Yasanthi. Sara is an engineer on a cross-functional team in TravelZoom company. The team was put together two years ago to develop the TravelYourWay mobile application. A few days ago, Sara has complained to her manager that she didn't feel the project was going well. When asked why, Sara stated the following:

"Our team has gotten stagnant. We don't brainstorm the way we used to. We sit in a room and go over the design and, instead of thinking outside the box or playing devil's advocate, we talk about the weather and make the same decisions we've always made. I know I don't feel comfortable sharing ideas with the group that isn't our "status quo" kind of solution and I'm sure most of my team members would agree. We're on this great project and, yet, nobody's willing to take any risks or voice opinions that not everybody's going to like. I don't know if I can stay on this team."

Based on your understanding of group decision making and the Sara's comments above, what do you think is occurring in Sara's group that's making her dissatisfied with the experience? Provide AT LEAST two recommendations on what Sara can do to eliminate these issues.