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	: **EEM3466/EEM3366 - INTRODUCTION TO BUSINESS STUDIES**
Academic Year	: 2020/21
Date	: 7th January 2022
Time	: 0930-1230hrs
Duration	: **3 hours**

General Instructions

1. Read all instructions carefully before answering the questions.
2. Answer **all** questions in Section A
3. Questions in Section A carry equal marks.
4. Answer for Section A should mark in this sheet.
5. Attached this answer sheet with Section B and Section C answer book.

ANSWER SHEET FOR SECTION A

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10)				

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General Instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **Twelve (12)** questions in **Five (5)** pages.
3. Section A consist of Ten (10) questions and Section B consist of Two (2) questions.
4. Answer **all** questions in Section A and Section B.
5. Questions in Section A carry equal marks. Question 1 in Section B carry 50 marks and Question 2 in Section B carry 30 marks.
6. Answers for Section A should be marked in the Answer Sheet provided.
7. Answers for Section B should be written in the book provided and each question should commence from a new page.
8. This is a Closed Book Test **(CBT).**
9. Answers should be in clear handwriting.
10. 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. "Marketers segment the consumers into different groups such as age, gender, family size, religion, nationality, income, and education level".
   Select the best suited market segmentation type described in the given statement.
    a. Demographic
    b. Psychographic
    c. Geographic
    d. Behavioral

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

4. Select an internal stakeholder in a company from the list given below.
    a. Employees
    b. Customers
    c. Suppliers
    d. Media

5. "Eden is a charity organization aims to raise money to help people, animals and the environment." Eaden is.
    a. A public corporation.
    b. A non-profit organisation.
    c. A sample franchise.
    d. A state service.

6. 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

7. There are a few 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.

8. According to Mintzberg, managerial roles can be broken down into interpersonal, informational, and _____.
    a. Liaison
    b. Decisional
    c. Technical
    d. Conceptual

9. Which of the following is most likely to be a benefit of small businesses to a country's economy?
    a. They produce products at lower cost than large foreign businesses
    b. They can provide more employment than large businesses
    c. They offer competition for existing larger businesses
    d. Small firms usually spend more on research and development of new products than large businesses

10. An employee can be immediately dismissed for:
    a. Being late
    b. Stealing
    c. Making sexist comments
    d. Being inefficient.

Section B

(Essay Questions) Answer All Questions

Question 1 [50 marks]

McDonald's Corporation's marketing mix (4Ps) involves various approaches that meet business concerns in different fast food restaurant markets around the world. The marketing mix defines the strategies and tactics that a company uses to reach target customers. McDonald's also applies some variations in its marketing mix to suit the conditions of local or regional markets. McDonald's has main product lines such as Hamburgers and sandwiches, Chicken and fish, Salads, Snacks and sides, Beverages, and McCafé. The company is primarily known for its burgers. Restaurants are the most prominent places where the company's products are distributed.

1. Briefly explain the four P_s of marketing mix. [16 marks]

2. Product can be identified as a good, service, place, and a person. How do you identify McDonald's Corporation's products as explained above? Answer should have suitable examples. [4 marks]

3. Product life cycle shows the different stages that a product passes through and the sales that can be expected at each stage. Briefly list down and explain the six stages in product life cycle. [12 marks]

4. Getting the price of a product right is a vital factor. Mention two drawbacks in not identifying the right price for the product. [4 marks]

5. Briefly describe the term 'Internet Marketing'. [2 marks]

6. As a marketing manager in McDonald's Corporation how do you plan to use internet marketing to promote McDonalds Desserts and shakes? [12 marks]

Question 2 [30 marks]

Janjaya is a grocery store placed at Nugegoda junction. Mr. Nimesh is the owner, customer supplier, and cashier of the Janjaya grocery store. Every Monday, he buys goods from suppliers and sells them to the customers. Mr. Nimesh has control over the grocery store as there is only one helper, who helped him to arrange the cupboards and maintain the stores.

1. What term we can use to describe above mentioned business? [2 marks]

2. List three advantages and three disadvantages in conducting above mentioned business? [6 marks]

3. Janjaya's first outlet was very successful and within two years he had opened a further three outlets in the same area. Mr. Nimesh was keen on expanding throughout the country and realized that offering his business as a franchise was the quickest way to achieve this aim. After four years from the start, he has sold first franchise to a family friend who opened a unit at Kottawa. Within three years Mr. Nimesh has sold fifteen franchises and the business was booming.

    a. Do you think Mr. Nimesh's idea of franchising the business is a good idea? Give reasons for your answer. [6 marks]

    b. Briefly explain the ways the franchisees supported by the franchisor. [6 marks]

    c. Mr. Nimesh is always against unethical business practices. Briefly explain the term "unethical business practices" providing examples. [6 marks]

    d. What is the difference between business objective and marketing objective in a business? Provide examples relating to Janjaya business. [4 marks]

~End of the paper~